

## Transformation Fashion Style used in innovating contemporary Baroque Styled Fashion

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### Abstract:

In our days we are watching an increasing demand for highly differentiated and creative products with a significant added value, that simultaneously consider issues such as easy to use, comfort, flexibility in wearing and fashionable look, in addition to Designers have a dramatic impact on reducing the material content of consumption and hence aggregate request on the environment through innovative designs which demand a new type of fashion practice based more on transformative acts and less on consumptive ones. The transformation process allows to raise the utility, functional possibilities and aesthetic properties of designs, thus transformable clothing has made progress to sustainability. which aims to create sustainable design from an innovative perspective. This transformable design project creates a garment constructed from different components which can each be separated and recombined. The garment can be transformed, therefore, to reflect a wide variety of styles by detaching or replacing its individual components, therefore five transformation fashion designs created for women under the age 25:35 years old.

### Keywords:

Transformation Fashion, contemporary, Baroque styled fashion

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### Introduction:

The intersection of history and contemporary fashion has always been a source of inspiration for designers seeking to create unique and captivating garments. In particular, the opulent and intricate aesthetics of the Baroque era have often fascinated fashion enthusiasts. The Baroque period, characterized by its ornate details, rich fabrics, and grandeur, offers a wealth of inspiration for designers looking to infuse a touch of historical grandeur into their contemporary creations.

However, merely replicating Baroque designs may not suffice in capturing the essence of this influential era. To truly create a transformative and engaging collection, designers can turn to the concept of Transformation Fashion. This style, characterized by its ability to alter and adapt garments, offers a creative platform to reimagine the lavishness of the Baroque era within a modern context.

By incorporating transformative elements into their designs, such as modular pieces, detachable embellishments, and convertible silhouettes, designers can evoke the essence of Baroque aesthetics while infusing them with contemporary relevance. This approach not only pays homage to the past but also embraces the dynamic and multifaceted nature of modern fashion.

In this research, we aim to explore the possibilities and challenges of creating contemporary Baroque-inspired fashion designs using the Transformation Fashion style. By delving into the historical influences of the Baroque era and examining the transformative techniques employed in contemporary fashion, we seek to uncover innovative ways to reinterpret the opulence and grandeur of Baroque aesthetics. Moreover, we aim

to investigate the impact of these transformative designs on consumer perceptions and preferences, considering the potential for increased versatility, adaptability, and individual expression in contemporary fashion.

Through this research, we hope to contribute to the growing body of knowledge on fashion design by exploring the synthesis of historical influences and modern transformation techniques. By bridging the gap between the past and the present, we aspire to create a visually captivating and functionally diverse collection that celebrates the grandeur of the Baroque era while embracing the fluidity and transformative possibilities of contemporary fashion.

### Research problem:

The research problem in creating contemporary Baroque-inspired fashion designs using the Transformation Fashion style lies in understanding the feasibility, aesthetics, and consumer reception of this fusion. Specifically, the research aims to address the following questions:

- 1- How can the opulent and intricate aesthetics of the Baroque era be effectively integrated into contemporary fashion designs using the Transformation Fashion style?
- 2- What are the key design elements, techniques, and materials that can be employed to achieve a seamless fusion of Baroque influences and transformative features?
- 3- What are the challenges and limitations in translating the ornate details and grandeur of the Baroque era into modern, adaptable garments without compromising their aesthetic appeal?
- 4- How do consumers perceive and respond to contemporary fashion designs that combine

Baroque-inspired elements with transformative features? What are their preferences, attitudes, and motivations towards this unique style?

- 5- How can the transformative aspects of Baroque-inspired fashion designs contribute to increased versatility, individual expression, and adaptability in the contemporary fashion landscape?
- 6- What are the implications for sustainability and ethical considerations when combining historical influences with the transformative fashion style?

### **Aim of the Research:**

The aim of this research is to explore and investigate the possibilities, challenges, and impact of creating contemporary Baroque-inspired fashion designs using the Transformation Fashion style. Specifically, the research aims to achieve the following objectives:

- 1- To examine the feasibility of integrating the opulent and intricate aesthetics of the Baroque era into contemporary fashion designs through transformative elements.
- 2- To explore the design elements, techniques, and materials that can be employed to effectively fuse Baroque influences with the transformative fashion style, while maintaining aesthetic appeal and functionality.
- 3- To consider the sustainability and ethical implications of combining historical influences with the transformative fashion style.
- 4- Explore and understand the potential applications and benefits of incorporating transformative elements into contemporary fashion designs.
- 5- Identify and analyze the design considerations, technical challenges, and feasibility of integrating Fashion Transformation concepts into garments.
- 6- Investigate the environmental implications of Fashion Transformation and explore sustainable practices that can be incorporated into the design process.
- 7- Explore the role of technology, materials, and manufacturing processes in enhancing the transformative aspects of fashion designs.

### **Research's importance:**

This research preserves heritage, fosters creativity, promotes individual expression, engages consumers, advances sustainability, and integrates technology, as the following:

- 1- Research on contemporary Baroque-inspired fashion designs preserves cultural heritage and revives the artistic significance of the Baroque era.

- 2- The fusion of Baroque influences with the transformative fashion style fosters innovation and creativity in the fashion industry.
- 3- The research promotes aesthetic diversity and individual expression within the contemporary fashion landscape.
- 4- Understanding consumer perceptions and preferences helps designers create market-differentiating collections that engage and captivate consumers.
- 5- The research contributes to sustainable design practices by increasing the versatility and adaptability of garments.
- 6- Exploring the integration of technology enhances design innovation in Baroque-inspired transformative fashion designs.

### **Research's Methodology:**

- 1- Descriptive analysis methodology.
- 2- Applied methodology.

### **Research limits:**

- 1- Creating Women's clothing designs inspired of baroque era analyzation for Autumn/winter 2023/2024.
- 2- Creating designs for Women under the age (25:35 years), measuring the impact of the mixture between transformation and Baroque style.
- 3- The practical work was applied on 4th grade students in faculty of applied arts Damietta University under supervision of Dr. Rodania, Dr. Naglaa Taema and Dr. Nashwa.

### **Multifunctional Fashion Products:**

Multi-function module means that the module has two or more than two functions, each module of the garment if you want to achieve multi-function, in addition to simple disassembly like component modular design, but also through the conversion method to achieve. (Meng-Mi Li – 2018 – p. 30)

In the last decade we have been watching to a significant increase of the demand for highly differentiated products with a significant added value and that at the same time consider issues such as ease of use, comfort, flexibility in wearing and fashionable look. In this group of products are the multifunctional fashion clothing/garments. Multifunctional fashion garments can be defined has clothing or clothing systems that allow different uses in different scenarios, such as adaptation (dynamic or not) to diverse social situations or weather conditions, or just clothing that has different characteristics in different body areas in order to have different functional features, such as different permeability characteristics and different flexural properties in specific areas of the garment, among others. (J.Cunha - 2009 – p. 863)

**Transformation fashion:** it is a practical solution which allows a piece of garment to be transformed

into different looks to serve diverse individual needs and purposes (i.e. aesthetic, functional, and psychological). Thus, it is reasonable to suggest that transformable garment design is a sustainable fashion alternative to reduce overall clothing consumption by changing, re-organizing, and/ or replacing the garment parts. It can serve as an active agent for ecological change by engaging consumers through direct participation in the (re)design process as well as contribute in sustainable practices. Due to the transformability and versatility of this type of garment, a number of positive impacts are expected to be created. These would include: the consumers' propensity of wearing the garment may increase; the lifespan of a garment will be prolonged; the product's psychological obsolescence will be postponed and the disposal of clothing waste in landfills will be delayed. (Osmud Rahman - 2016 - p. 234:235)

Transformable clothing can be referred to those garments offer two or more functional and/or aesthetic alternative styles. For example, a garment can be transformed into different styles through various manipulative methods, such as wrapping, binding, rolling, twisting, tying, folding, and gathering. In other cases, clothing can also be transformed without changing its form or silhouette – surface decorations and embellishments, and Smart clothing with light-emitting diode.

**Conversion Method of Fashion design:** this method has two basic methods: the openings conversion method and the role conversion method. The opening conversion method signified that achieve the effect of Assimilation of conventional garment openings when design, such as the size of the collar opening and cuffs opening can be assimilated, and then cuff decoration module can be transformed into the collar decoration module, what's more, the conversion of cuffs opening and leg opening, or the conversion of collar opening and hem opening can also be a good example. Role conversion method is to change the clothing from the original role to other roles, such as positive and negative swaps, pants change skirts, sleeves change trouser legs and so on. Liu Guirong in the article "Design and development of plate type of leisure wear in Multi-function youth clothing" showed a design has a very strong representative (as shown in Figure 4), the armhole depth of the style was enlarged and assimilated to the thigh leg opening. And the module has two functions, be the sleeves or be the trouser legs. At last, realize the conversion from the role of jacket to the role of pants. Compare to single function modular design, multi-function modular design has more space of design, nevertheless, it is a challenging task for designers because multi-function module design also more

difficult. (Meng-Mi Li – 2018 – p. 30)

**Transformation fashion and sustainability:** Is an innovative design process called transformable design - individual clothing components are connected together by fasteners such as zippers, hook and eyes, Velcro tape, and/or buttons. Each component can be removed and re-configured to create a different clothing style at the whim of the consumer. The transformable garment can have a long lifetime, as consumers only need to dispose of or replace worn-out parts. the traditional garment lifecycle process is made up of five stages: The first is comprised of raw materials (fabrics, threads, buttons, zippers, etc.); the second stage involves the industrial production of garments from these raw materials; the third reflects the transportation of garments from producers to consumers by different marketing channels, the fourth stage demonstrates consumer use, and the fifth stage, disposal. (Osmud Rahman - 2015 – p.1)

**Fashion Designers used transformation fashion:** There are already some designers who have made exploration and trials on multi-functional transformable designs, such as an Italian design label Mandarin Duck designed the 'Jackpack' which is able to transform into a jacket. (Olfat Shawki – 2019 – p. 42) As Frequent collaborators Puma and LA street-style label Stampd have released their next collection. The summer-ready pieces come with functional elements, from shapes inspired by the wetsuit, to camo motifs with an urban edge. Designed for those on the move, highlights include the Jackpack, which fuses a jacket and backpack: fold the jacket away and hit the streets and then in seconds the Jackpack can transform back into protective outerwear on-the-go as shown in pic. (1) (<https://gulfnews.com>)



Pic. (1) Jackpack design by Puma LA street-style label Stampd

Furthermore, Japanese designer Masaaki Sato's 'Henshin' collection (tank-to-tote, sailor shirt-to-shoulder bag, and raincoat-to-garment bag, etc.) as well as Hussein Chalayan, Kosuke Tsumura, Vexed Generation and C P Company are developing ranges of multi-functional clothing for the urban

environment, including parkas that convert into tents and sleeping bags. (Olfat Shawki- 2019- p. 42)

**Hussein Chalayan:** he is a renowned fashion designer known for his avant-garde and innovative approach to fashion. His designs often incorporate the concept of transformation, creating garments that can change their form, silhouette, or functionality. Here are some notable examples of Hussein Chalayan's transformation designs:

Chalayan's "Airborne" collection, presented in Spring/Summer 2000, featured transformative garments that captured attention on the runway. The standout "Remote Control Dress" incorporated robotics and technology, starting as a wooden coffee table and unfolding into a full-length skirt. In the "Afterwords" collection for Fall/Winter 2000,

Chalayan introduced the "Table Skirt," which concealed a wooden frame and transformed into a functional table, challenging fashion boundaries. The "Inertia" collection of Spring/Summer 2009 showcased the "Transformer Dress," utilizing movable parts and a hydraulic system to change shape and silhouette. Chalayan's "Readings" collection for Spring/Summer 2018 emphasized fabric manipulation, with the "Transformer Coat" featuring a detachable bottom half that could be converted into a separate skirt, showcasing versatility and style. These collections demonstrated Chalayan's expertise in merging technology, innovative materials, and fabric manipulation to create transformative and adaptable fashion pieces.



Pic. (2) Transformed dresses by Hussein Chalayan



Pic. (3) Transformed smart dresses by Hussein Chalayan



Pic. (4) Transformed dresses by Hussein Chalayan

**Design of multifunctional fashion concepts:** The traditional fashion design process has evolved into a dynamic and interactive approach that caters to individual "mind styles" and the demand for personalized and multifunctional fashion products. Key elements in developing these products include emerging textile materials and technologies, total comfort, design research, concept testing and evaluation, and an inclusive design approach. Total comfort encompasses physiological, psychological, and physical harmony between individuals and their environment, with factors like tactile and thermal sensations influencing comfort perception. Psycho-aesthetic comfort relates to aesthetic appeal and fashion trends, while ergonomic comfort involves freedom of movement and body shaping. Inclusive design aims to make fashion products accessible to a wide range of people, considering

their diverse needs and integrating them into the design process. (J.Cunha – 2009 – P. 863:864)

**Baroque Fashion:** Baroque fashion, prevalent during the 17<sup>th</sup> and early 18<sup>th</sup> centuries, was characterized by its opulent and extravagant aesthetics. It featured intricate detailing, rich fabrics such as silk and velvet, and structured silhouettes with corsets for women. Elaborate embroidery, lace, and decorative trims adorned garments, while men's fashion showcased decorated coats and breeches. Accessories like hats, gloves, and jewelry played a crucial role in completing the look. Baroque fashion reflected the grandeur and drama of the era, with an emphasis on excess and self-expression, and continues to inspire contemporary designers seeking to incorporate its opulence into their designs.



Pic. (5) Baroque fashion style for women (<http://culturemechanism.blogspot.com>)

**Practically work:** The concept of transformation fashion draws inspiration from the practical dresses of the Baroque era, combining historical elegance with contemporary adaptability. Designers are reimagining classic silhouettes, intricate details, and luxurious fabrics to create versatile garments that can be transformed for different occasions. Through detachable embellishments and convertible designs, they seamlessly merge the allure of the past with modern functionality. These designs explored the enchanting world of baroque-inspired practical dresses, showcasing how designers are bridging the gap between historical aesthetics and the needs of today's fashion-forward individuals.

**First Design:**

**Material Used:** Satin- embroidered fabric- black

lace ribbon – beads

**Methodology:** Night design consisting of four pieces: cup cropped corset, hand-embroidered short jacket with half puff sleeves, short knee-length skirt, embroidered double cloche with beam skirt

**Number of Looks: Four looks which are:**

- 1- Cup cropped corset and shot knee-length skirt.
- 2- Cup cropped corset, shot knee-length skirt and short jacket with puff sleeves
- 3- Cup cropped corset and shot knee-length skirt, embroidered double cloche with beam skirt and jacket with puff sleeves as pic. (6)
- 4- Cup cropped corset and shot knee-length skirt and embroidered double cloche with beam skirt as pic. (7)



Pic. (6) fourth full pieces look



Pic. (7) Third Design look

**Second Design:**

**Material Used:** organza, tulle, satin, embroidered fabric and velvet.

**Methodology:** The design consists of four pieces: velvet corset and double cloche skirt made of organza and tulle, two double cloche sleeves made of two layers of organza and tulle starting from the middle of the arm and tied with satin ribbons, a

slim embroidered skirt to the knee.

**Number of Looks:** two looks which are:

- 1- A ruffle blouse, two double cloche sleeves and skirt as shown in pic. (8)
- 2- A cup corset dress with two layers of double cloche skirt (the sleeves which are in the first look used as the second skirt layer) as shown in pic. (9)



Pic. (8) first look of the second design



Pic. (9) Second look of the second design

### Third Design:

**Material Used:** leather, peacock feathers, velvet, amaranth and tulle.

**Methodology:** Royal dress consists of seven pieces, first piece is a cup long tight leather dress, second piece is two separated leather short cloche on the two sides of waist which converted in another look for the model to bag by taking them both then close the snaps which fixed on the lining, third piece is an amaranth long cloche skirt with an open cut in the front of the look, fourth piece is a peacock feathers hand held fan which converted to a fixed fan shape on shoulders, fifth piece is a separated sleeveless ochre amaranth piece which covers the cup dress and reaches to left side of the waist, sixth piece a grey tulle ruffle short skirt with

several layers in the first look it disappears under the ochre amaranth skirt to be like crinoline underskirt petticoat, however we use it as a several ruffle layers cap on the shoulders, seventh piece is a several layer of long cloche grey tulle skirt which is under the sixth piece in the first look in addition it completes the crinoline look under the ochre skirt while we use it in another look as a long royal cap on shoulders.

**Number of Looks:** three looks which are:

- 1- **First look:** a royal vintage gown, long tight leather dress with two cloche leather sides on waist, in addition an open center front ochre amaranth double cloche skirt, a hand-held fan. As shown in pic. (10)



Pic. (10) First look a royal vintage gown

- 2- **Second look:** a long leather tight cup dress with a long cashmere double cloche long cap

feather fixed piece on back shoulders and a leather bag. As shown in pic. (11)



a)



b)

Pic. (11) second look after transformation

3- **Third look:** a long leather tight cup dress with several layers ruffle short cap with a satin

ribbon tight on chest. As shown in pic. (12)



Pic. (12) third look after transformation

#### Fourth Design:

**Material Used:** satin, tulle and embroidered fabric

**Methodology:** a dress consists of three pieces, cup corset, one shoulder blouse as it converts to off-shoulder cape sleeve and a long pleats skirt in

addition it converts to bubble skirt.

**Number of Looks:** two looks which are:

- 1- First look:** cashmere cup corset, long grey floral embroidered skirt with pleats and one off-shoulder cape sleeve. As shown in pic. (13)



Pic. (13) first look



2- **Second look:** the cape sleeve converts to a one shoulder drape blouse, as the long skirts



converts to a fuchsia bubble skirt with golden embroidered units. As shown in pic. (14)



Pic. (14) second look after transformation

#### Fifth Design:

**Material Used:** satin and embroidered fabric

**Methodology:** the dress consists of five pieces which are heart shape cup corset, two off-shoulder sleeves which converts later to two pieces fixed on the cup corset, long floral embroidered skirt cloche skirt opened from the center front in addition it

converts to a short bubble skirt and finally a tight skirt reaches to knee.

**Number of Looks:** four looks which are:

- 1- **First look:** it is a dress with cup corset, short tight skirt and long opened cloche skirt. As shown in pic. (15).



Pic. (15) first look of the fifth design

2- **Second look:** a cup corset and a bubble short skirt. As shown in pic. (16).

3- **Third look:** a cup corset and a tight skirt. As shown in pic. (16).

4- **Fourth look:** a cup corset, a tight skirt and off-shoulder opened sleeves. . As shown in pic. (16).



Pic. (16)

### Research Results:

Aesthetic Fusion: Combining the opulence of Baroque fashion with Transformation Fashion Style can result in visually striking contemporary designs.

- 1- Experimental Silhouettes: Experimenting with exaggerated and unconventional silhouettes inspired by the Baroque era creates dramatic and transformative fashion pieces.
- 2- Sustainability and Waste Reduction: Fashion transformation promotes sustainability by encouraging conscious consumption and reducing waste through versatile designs.
- 3- Modular Construction: Modular fashion with detachable or interchangeable components allows customization, empowering individuals to curate their wardrobe.
- 4- Reversible Fashion: Reversible clothing offers multiple looks with a single garment, maximizing wardrobe options and minimizing excessive consumption.

### Research recommendations:

- 1- Conduct a thorough historical exploration of Baroque fashion for contemporary reinterpretation.
- 2- Experiment with transformative techniques to create visually captivating designs within the context of Transformation Fashion Style.
- 3- Explore sustainable materials and innovative textiles that enhance the Baroque aesthetic.
- 4- Understand consumer attitudes towards bold designs, transformative fashion, and sustainable garments.

- 5- Foster collaborations, assess user experience, address ethical considerations, showcase designs, and evaluate sustainability impact

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