

TRANSFORMER DRESS AS AN EXAMPLE OF REASONABLE GARMENT CONSUMPTION

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Abstract: *aim of the research – design of a festive transformer dress with the subsequent possibility of product upcycling. The methodology: a comprehensive approach was used with the method of system analysis. A model of the dress has been proposed, which has removable elements (sleeves and skirt-train) and straps that can be worn in two positions. The product is intended for the official part of the holiday and for the party (after transformation). Upcycling of the skirt-train can be applied after the end of the product's service life.*

Key words: *festive dress, design, transformation, removable parts, upcycling.*

1. INTRODUCTION

Recently, the idea of reasonable consumption, including clothes, is more and more popularity [1, 2]. So, consumers began to throw away clothes less often, using their repair or garments recycling. Well-known brands launched the program a subscription program for clothes. Customers can rent things for a certain payment per month with the possibility to change them for others. In this way, manufacturing companies want to offer consumers the optimal wardrobe. One of the ways to optimize the wardrobe are the transformer models, which allow to look different with one product and to adhere the principles of reasonable consumption. World-famous designers and brands created unique transformer products: evening dresses from the American designer Von Vonni, sphere- dresses from the Norwegian designer Fredrik Tjarensen, a transformer dress from the Ukrainian brand FOUR4TEEN14, transformer products from the Ukrainian designer Iryna Jus, etc. Scientists in the field of design also emphasize the relevance of this topic [3, 4].

2. METHODOLOGICAL PART

The purpose of the work is to design and manufacture a transformer dress with the possibility of further product upcycling. The methodological basis of the work is the principle of systematicity. A complex approach with the method of system analysis was used in the work. The object of research is the process of designing a transformer product with the possibility of further upcycling. The subject of the study is a women's transformer dress.

3. RESULTS AND DISCUSSION

A model of a transformer dress for younger age group women (fig. 1) has been developed for a dual purpose: for the official part of the holiday (fig. 1b) and for a party (fig. 1a).

The dress consists of a bodice-corset with double straps and a straight skirt (Fig. 1a). Detachable elements are added to the dress: long sleeves with cuffs and a skirt-

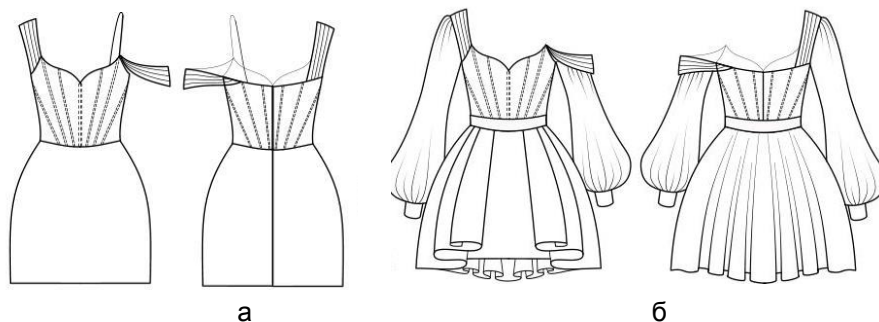


Figure 1: Technical drawing of transformer dress

train with a belt and an asymmetrical and open in the front bottom (Fig. 1b). The sleeve is removable with a tunnel opening along the sleeve head. The sleeve is fixed on the dress with a removable strap-ribbon. Wide straps have two positions: on the shoulders or over the forearm. The construction and manufacturing technology has been developed for the product.

4. CONCLUSIONS

The proposed model allows to apply upcycling in the future (after the end of the service life). A new product, for example, a blouse, can be made from an upper train-skirt. Upcycling is especially relevant for holiday products that have a significant cost and a short service life.

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