

Graphic Design and Ecology – New Inspiration Sources in Fashion

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This article is aimed at surveying some phenomena and processes in fashion nowadays, and to specify some of the factors influencing fashion designers and developing new fashion trends. More and more designers start using alternative techniques and materials to create their works. The authors' searches along these lines are becoming more daring and cleverer. Attaining to use new techniques and unusual materials in their creations, fashion designers, whether willingly or unwillingly, try to break the established norms and rules that reigned in fashion in the decades past. The development of computer technologies also contributes to the formation of new fashion ideas, supplying designers with a new range of expression means. The new fashion trends are oriented to an eclectic symbiosis between various kinds of design. The methods used in graphic design and printed advertisements are often applied in fashion apparel and accessories. Lines, colors and silhouettes typical of graphic design find their way to clothing. Up-to-date printing technologies are often used in the fashion industry. New technologies permit direct high quality printing of scanned images on various fabrics and surfaces of different areas. This comprises also flat printers capable of printing on ready-made products. The development of sieve and digital printing offers new possibilities to designers. Direct printing on textiles and other kinds of materials of different structure, surface, form and area ensures huge possibilities and creative freedom. Large-size digital printing on vinyl and other weather-resistant synthetic materials is widely applied for printing billboards and posters. Some fashion designers have recently started using printed vinyl billboards turning them into fashion clothes and accessories – (Fig.1).

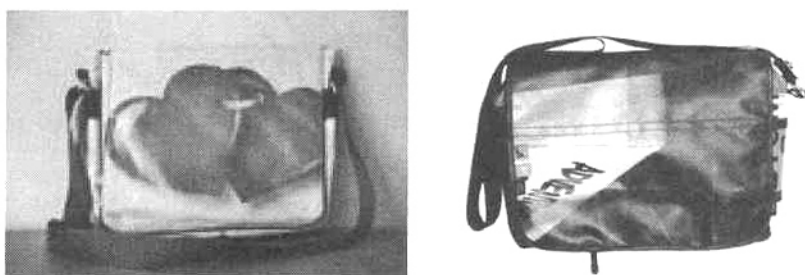


Fig. 1 Bags made of vinyl billboards out of use

There is an interesting trend in fashion to use flax-printing in fashion clothes and accessories. Fashion products are made of printed packs such as tetrapack boxes – designers turn them into all kinds of accessories – bags, hats, wallets, etc. (Fig. 2). Some designers are more daring and use food packs such as coffee or sugar sacks and the like to create fashion products. (Fig.3) . Last not least we should mention the direct application of printed matter to create fashion accessories. At the Pret-a-Porte in Paris this January there were bags, hats and wallets made of interwoven bands cut out of old newspapers, magazines or posters. (Fig. 4). Fashion jewelry made of old newspapers and magazines was also very attractive (Fig. 5). Tracing the processes taking place in fashion today, we should mention the use of high technologies in fashion apparel and accessories by some fashion designers. Certain fashion brands create and manufacture high-tech fashion products – a symbiosis between fashion and high technologies. There are numerous examples of such products evoking the interest of some consumer groups. (Fig. 6). Used computer parts in the hands of talented designers can turn into high fashion products. Experimental clothes made of plasma monitors are quite a

curiosity (Fig. 7). Clothes and accessories with in-built light diodes reacting to the movement of certain extremities create a real furor at fashion shows. (Fig. 8,9). In order to attract the younger public, fashion designers make quite bizarre clothes and accessories, such as those with in-built technical devices. (Fig.10) Designers' creations often reflect the ability of fashion to react in its specific way to all the issues causing agitation to society such as ecology, environment protection, recycling. Recycled and re-treated materials are successfully interpreted by various designers as fashion items. (Fig. 11). Some fashion designers have dedicated their work to bio-products and organic materials. Researches in this direction are of great variety and constantly expanding. Good examples are the products of the Spanish company EL NATURALISTA manufacturing fashion clothes and accessories of ecologically and biologically pure materials (Fig. 12). This new trend demonstrates not only the social engagement of designers with the environment issues; it is also a way to make these issues more popular. Fashion today successfully uses old techniques and organic fabrics together with the newest high-tech materials and processes, in order to create attractive products. New fashion styles are born from the deliberate contradictions between structures, colors, materials, techniques thus proving the eternal vitality of fashion.

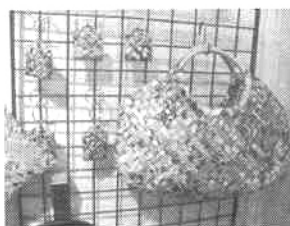


Fig.2

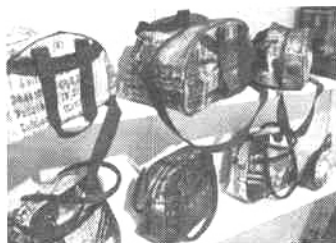


Fig.3



Fig.4



Fig. 5



Fig. 6





Fig. 7



Fig. 8

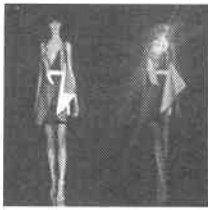


Fig. 9

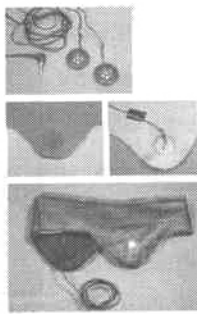
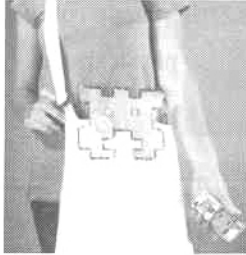


Fig.10

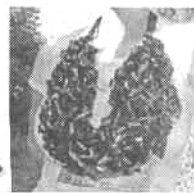
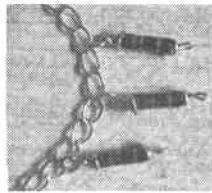


Fig. 11



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Fig. 12