Creating a Business Model from the Traditional to Global Fashion: inspiration in the regional of Vianesa Costume

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Abstract

The great challenge of this century is the creation of new models of fashion business with sustainable principles. So, intends to present in this paper the process that gave rise to a set of differentiated designs for fashion accessories. This paper presents the relationship of a set of concepts more or less interconnected, which brings together sustainability principles of social and cultural, besides the environmental dimension, exploring the cultural and intangible heritage of the Vianesa Costume. The Vianesa Costume reflects the culture of a people and has a high potential for innovation, from both technical and aesthetic point of view, in the sense of a more contemporary reading.

Introduction

The material and immaterial cultural goods carry features of identities rooted in the culture of a people where the values are passed through generations. Most of these goods have no bibliographic records. With the interference of the culture globalization, these heritages are at risk of disappearing [1]. The preservation practices of material and immaterial goods contribute to the heritages to become recognized by more people, disseminating the traditions of a people, addition they bring tourism and local economic benefits.

The Vianesa Costume is one of those tangible and intangible heritage that testify the culture of a people, according to Director of the Costume Museum of Viana do Castelo, João Alpuim Botelho [2], it is about those that is devoted this work, in which is wanted to value it in a more contemporary reading, as well as highlight the work of those who make it.

The Vianesa costume has its origin in the middle of the 19th century, and is known for its richness and for being one of the most colorful of all the costumes of Portugal. This is due to the high quality of the raw materials for the confection of its pieces (wool, linen and silk). The decorative patterns are worked in a Baroque style that represented the beauty and vitality of Nature, through its colors and textures. These were made up of various combinations of craft knowledge, such as embroidery, works on the loom, the use of sequins, glass and beads [3]. These costumes were worn in festive moments related to social or religious activities were used in the main ceremonies of the life of Vianense women, such as marriage, the city festivals and at their own funeral [4].

Another aspect that this work will take into account is the sociocultural sustainability in a perspective of preserving the culture, but also environ-mental sustainability devaluing consumerism and giving strength to the idea of acquiring durable and timeless products. The work aims to transform the traditional to a more contemporary dimension exploring different materials, colours and designs.
Methods
The methodology approach of this project is based on the design thinking from Brow [5] summarized in three phases: the inspiration, that identifies the real problem; ideation, which is the process of creating ideas to generate innovations that solves the underlying problem and occurs the selection of the best(s) idea(s) and implementation, which as the name itself implies is the implementation of the solution(s) idealized. This article presents the results of the inspiration (figure 1) and ideation starting with an exploratory research through observation, interviewing and literature revision. The potential of the Vianesa Costume are enormous, and the possibilities for innovation increases progressively when assign it new concepts. One of the concepts taken into account throughout this project is sustainability. Despite having valued here the cultural, technical and innovative aspect (such as materials, forms, and re-appropriations of use), and the social side that values the experience and coexistence of human beings, the pillar of sustainability, that has been the major concern of society, which is the environment, is also treated in the project.

Results and Conclusion
The results are the creation of redefined fashion design accessories (inspired in traditional costume pieces), with a sustainable concept from its origins with features such as: natural raw materials (wool and its mixes), with regional manufacturing preference (the local artisans); uses a zero waist modelling principles (the minimization of wastes), with one-fits all concept (In the sense of dress more biotypes); valuing the fair-trade of manualidad and local culture. With these products the next step, is to create a new Portuguese Brand of fashion accessories with Design, which is assumed unique, authentic and with strong regional/national identity, Able to conquer an informed public, passionate and conscious that values authentic in modern, functional and timeless products, pieces of desire, arousing emotions.

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1. For Poster presentation;
2. Indicated for the topic: 16 Fashion Design…