

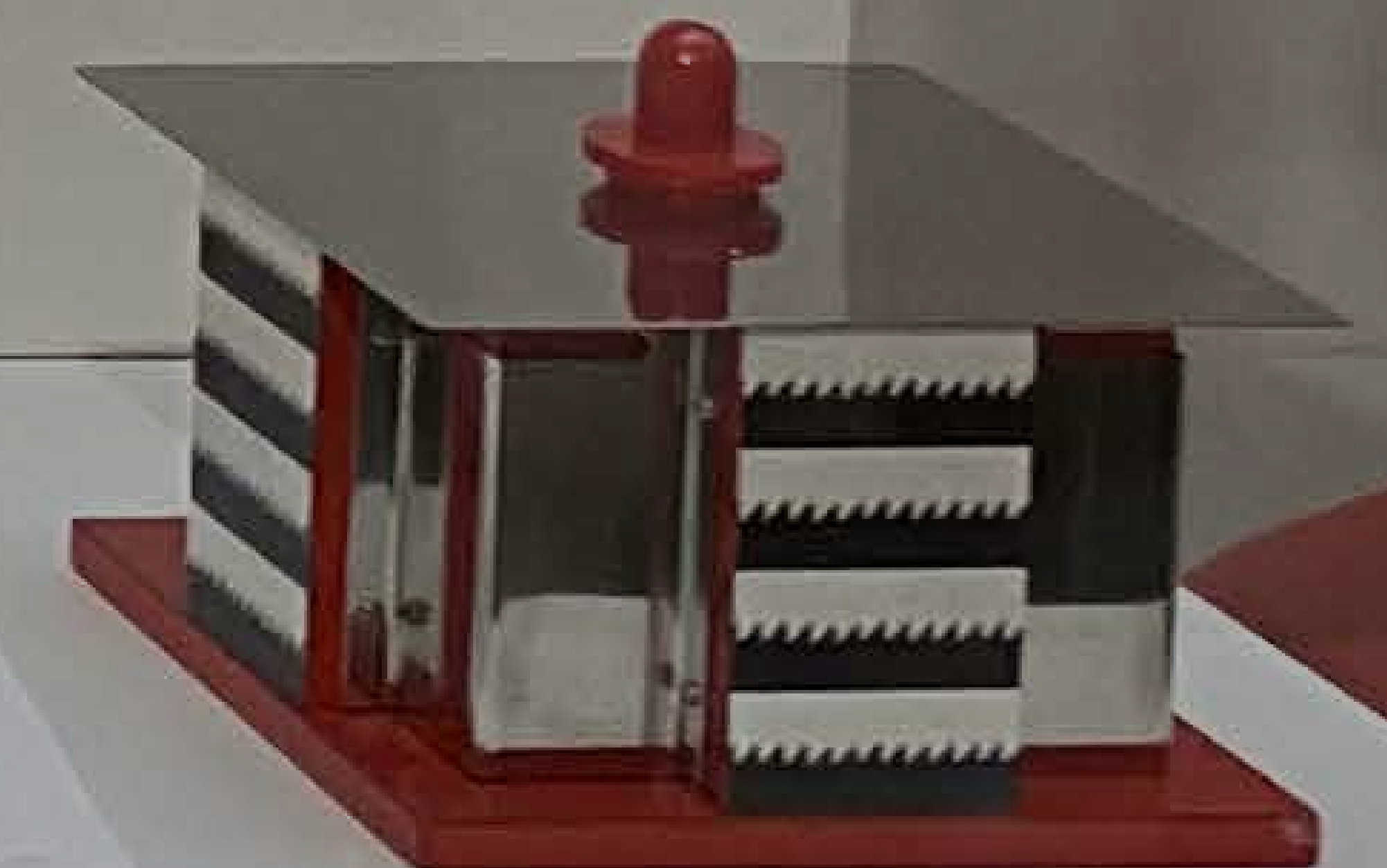
Methods of Conceptualizing

Jeremy/Cami/Ivy

Whether joyfully frivolous or hyper-functional, a considered design stands out in a saturated market. In the 20th century, many international companies started to recognise that design was an important part of building a brand. They brought designers on board to make their goods more efficient, luxurious or fun.

The rise of advertising has also helped to fuel materialism. As the century progressed, advertising agencies increasingly began to promote entire lifestyles to sell new consumer products to targeted audiences.

Companies have come to recognise that how a product works is not the only selling point: how it makes you feel and how it represents their interests and sense of style are just as important. Now, with ever-more mass-produced objects, one-off and limited-edition designs have taken on even greater value.



Insights from Rapid Response Collecting: **What and how are curators conceptualizing?**

- Including objects representing different perspectives under the same topics to form a multi-dimensional knowledge of the concept.
- Using objects as the medium, the formal quality and informativeliteral captions contribute equally to the conceptualization.
- We identified a few topics among which we share common interests: **modernism, product design, advertising, commodification and consunmmarism, social and environmental sustainability...**



Unit1 Brief5

Methods of Conceptualizing

Trousers from Primark

- Fast fashion
- Consumerism
- Global trade
- Planned obsolescence
- Sustainablity
- ...



Reading reference

Objectivity: scientific vs feminist point of view

- Objectivity means more than its physical existance (We need a quote from the book saying the same thing.)

Positions

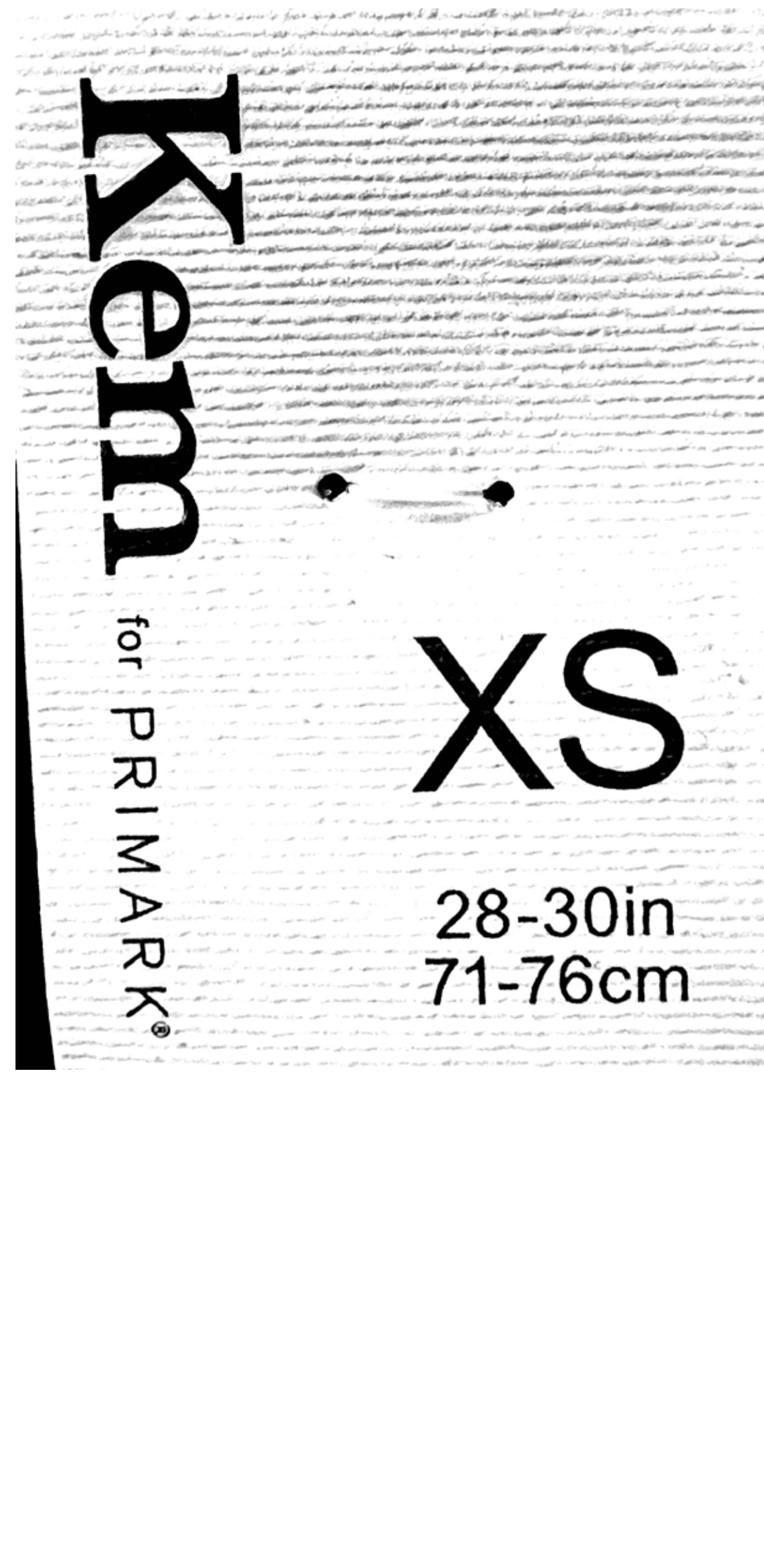
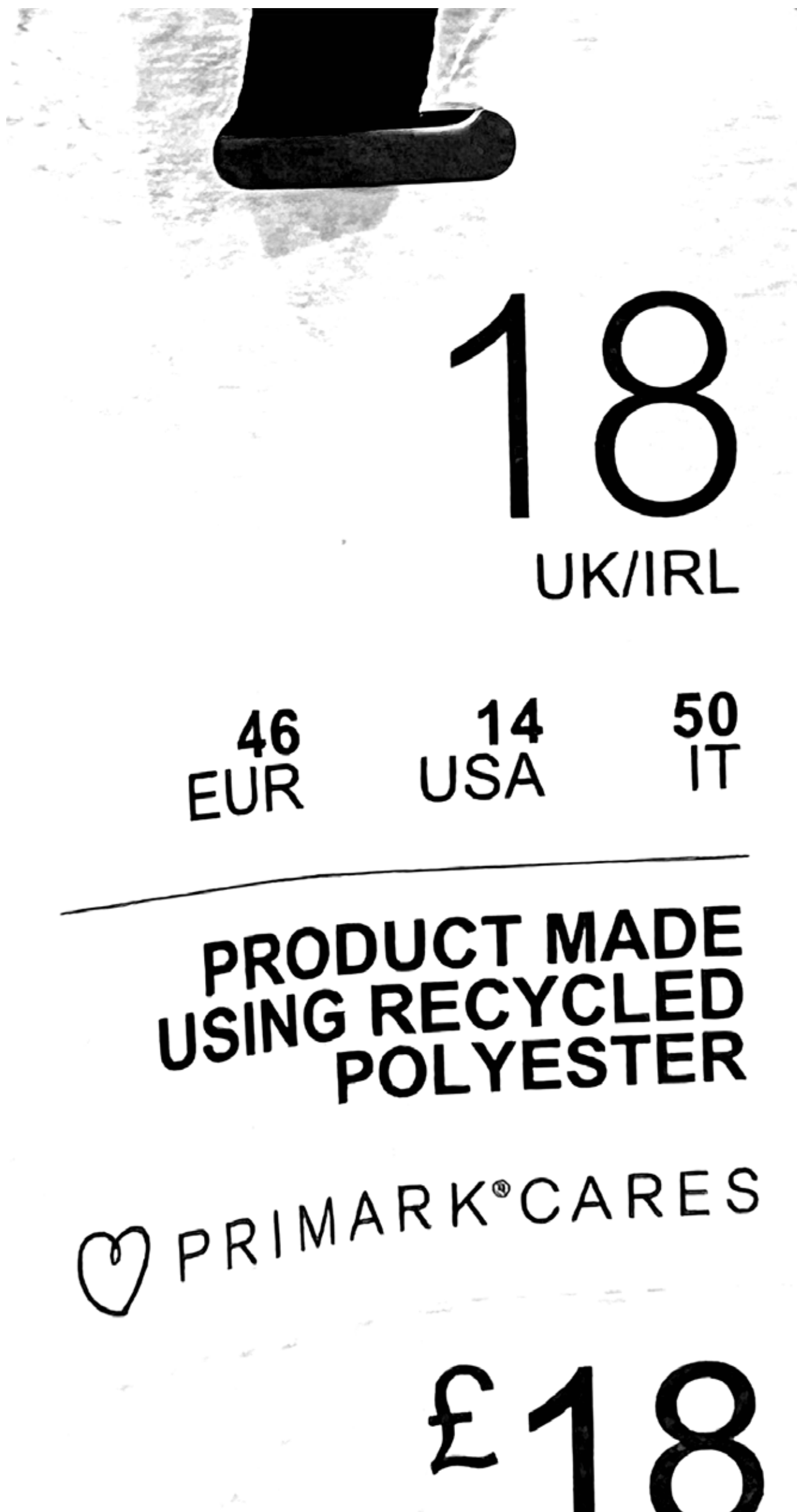
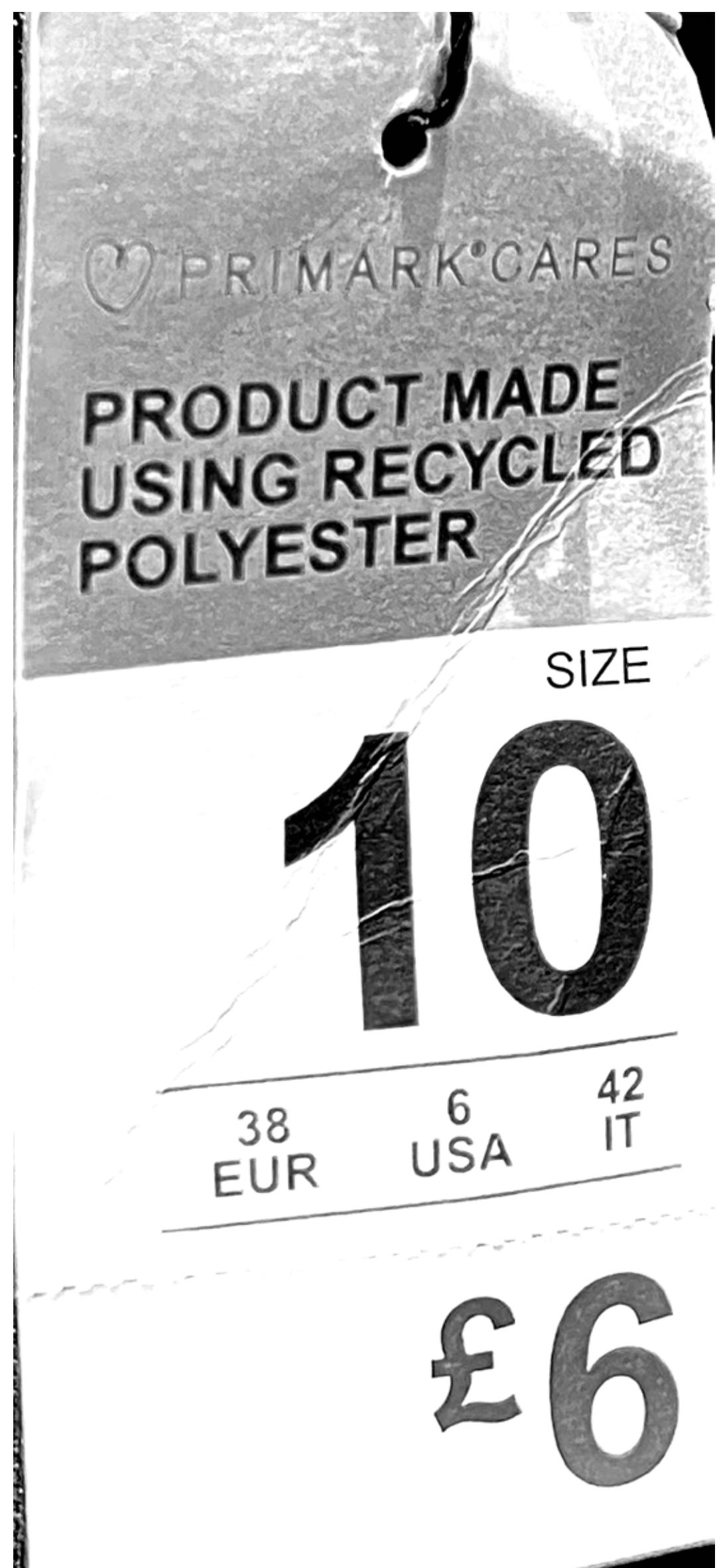
- Different history and route of mordernlization between western and east asian countries and what do they cost?
- What kind of struggles and hidden dangers do the invisible information within the garments reflect for the workers?
- The shared environmental and social impact of brands, consumers and designers in the (fast) fashion industry.

Practical Research Investigating

- Oxford Street
- Fast Fashion Brands
- Back Trousers
- Country of manufacture
- Price
- Materials
- Tags...



Pratical Research
Cataloguing



CARPENTER
STRETCH

W 32^L 30

EUR 40 IT 46

£16

CARGO
RELAXED

W 30^L 30

EUR 38 IT 44

PRODUCT MADE USING
SUSTAINABLE COTTON

♥ PRIMARK CARES

£12

TECH
CARGO
RELAXED
STRETCH

L

36-39IN
92-99CM

£20

FSC
MIX
FSC® C018102

®

TALLA / SIZE / TAMANHO / TAILLE / MAAT / ΜΕΓΕΘΟΣ

S USA MEX UK IT BR
S 26 S S P

XS S M L XL XXL

ART.: 2217 / 966 / 800

02217966800027

£ 49⁹⁹

www.zara.com

EAC

TALLA / SIZE

44 USA MEX UK IT BR
12 34 16 48 44

32 34 36 38 40 42 44 46

ART.: 2969 / 242 / 800

02969242800442

£ 35⁹⁹

www.zara.com

EAC

SIZE

UK 8

EUR 36

US 4

19.99

1107358 001 09 7 1747

OG 11 415415 S25

ZARA

SUPER
ELASTIC

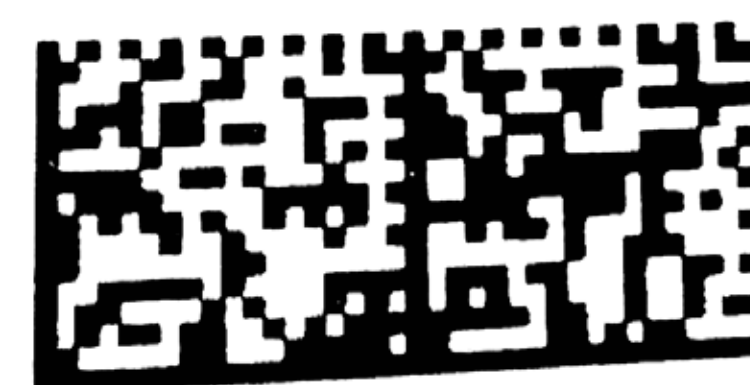
42	10	32
EUR	USA	MEX



£	14.99
€	16.99
SEK	199
NOK	199
ISK	2995
DKK	149

UK	4	6	8	10	12	14
EUR	32	34	36	38	40	42

1107360 00109 7 1747



GB 11 383054 X2 6799D

W32
CN180/82A

Loose fit

H&M

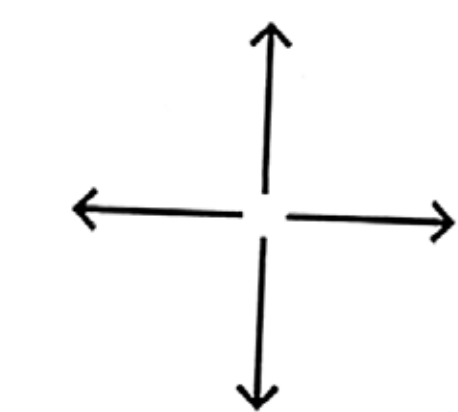
W30
CN175/76A

Straight fit

H&M



4-way



Stretch

H&M

14

6

£

PRODUCT MADE
USING RECYCLED
POLYESTER

42	10	46
EUR	USA	IT

PRIMARK
CARES
SIZE

ZARA

SUPER
ELASTIC

42 10 32

EUR USA MEX

Straight fit

H&M

W30
CN175/76A

Pratical Research Cataloguing

- Clothing supplying countries



Pratical Research Insights from cataloguing

- Firstly, I categorised the trousers I researched by country of origin, price, store, size and fabric, and I found ‘Made in where’ an interesting and worthwhile entry point to explore, as it directly reflected which countries supplied the garments, which made me curious about the stories behind these countries.

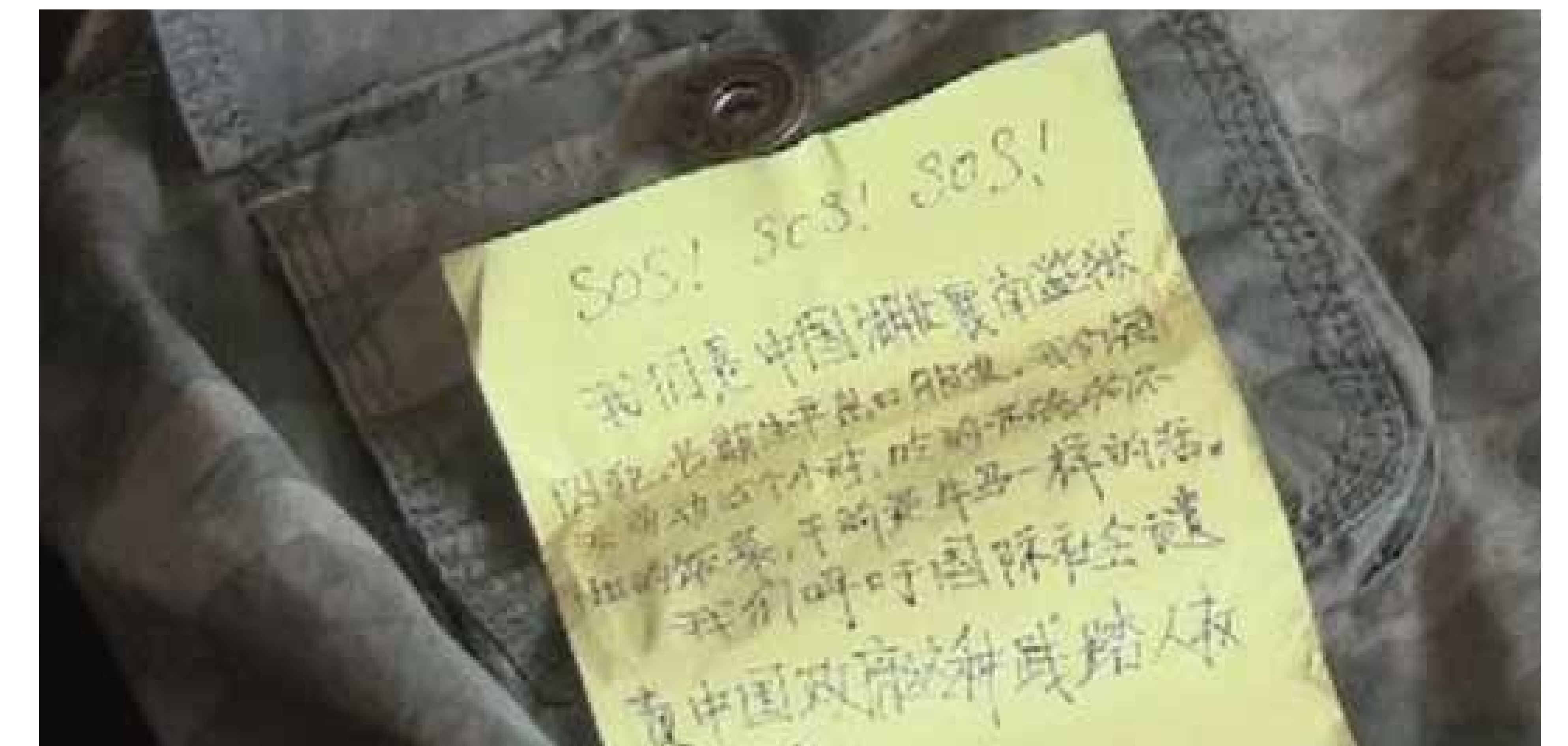
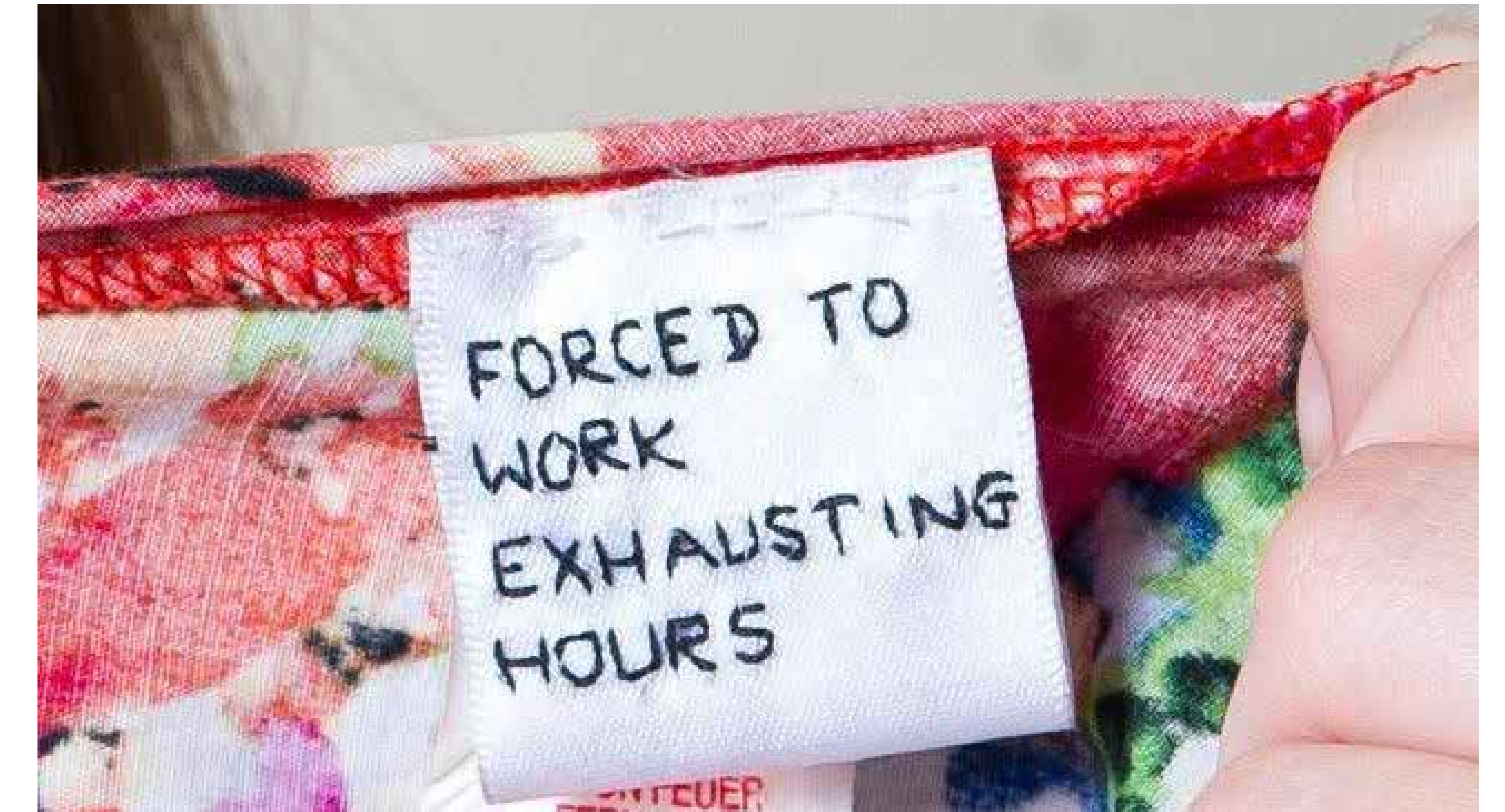


Studio-based experimentation

On 24 April 2013, the Rana Plaza building in Dhaka, Bangladesh collapsed, killing 1,132 workers and injuring thousands more. Pairs of cargo trousers like these were manufactured there for British retailer Primark. The Rana Plaza building had been illegally altered and extended over several years. It accommodated textile factories in which global brands including Benetton, H&M and Mango manufactured clothes. Cracks in the building had been noted the day before, yet garment workers were ordered to return to work on 24 April. The building collapsed shortly after 8.45am. The tragedy prompted a global dialogue about how demand for fast-changing inexpensive fashion has created poor conditions for workers in countries like Bangladesh. The debate about Rana Plaza embraced how to reform Bangladeshi building codes, the rights of low-paid workers and the responsibilities of global consumer brands and of shoppers in rich, western countries. Fast fashion is a system developed over the course of the last few decades, initially instigated by large retailers and supermarkets such as Walmart and Tesco, spreading quickly to more traditional high street fashion retailers. Trend-based fashions are produced very rapidly in short runs. Seasonal sales are reduced and pressure is put on the consumer to purchase garments immediately on sight. This, coupled with aggressive pricing strategies, leads to increased demands on productivity throughout the supply chain.

Pratical Research Cataloguing

- Labour behind the label



Source: <https://www.bbc.co.uk/news/uk-northern-ireland-28018137>

Pratical Research

Insights from cataloguing

- Secondly, during my research I found heart-wrenching ‘cry for help’ labels from workers. These invisible messages of help reflect the real voices of textile workers and the problems of the fast fashion industry.

- Poor working conditions

- Long working hours

- Low wages

- Cheap labour

- Unfair treatment

- Lack of access to social security and social dialogue

- Gender discrimination

- Employment of child labour

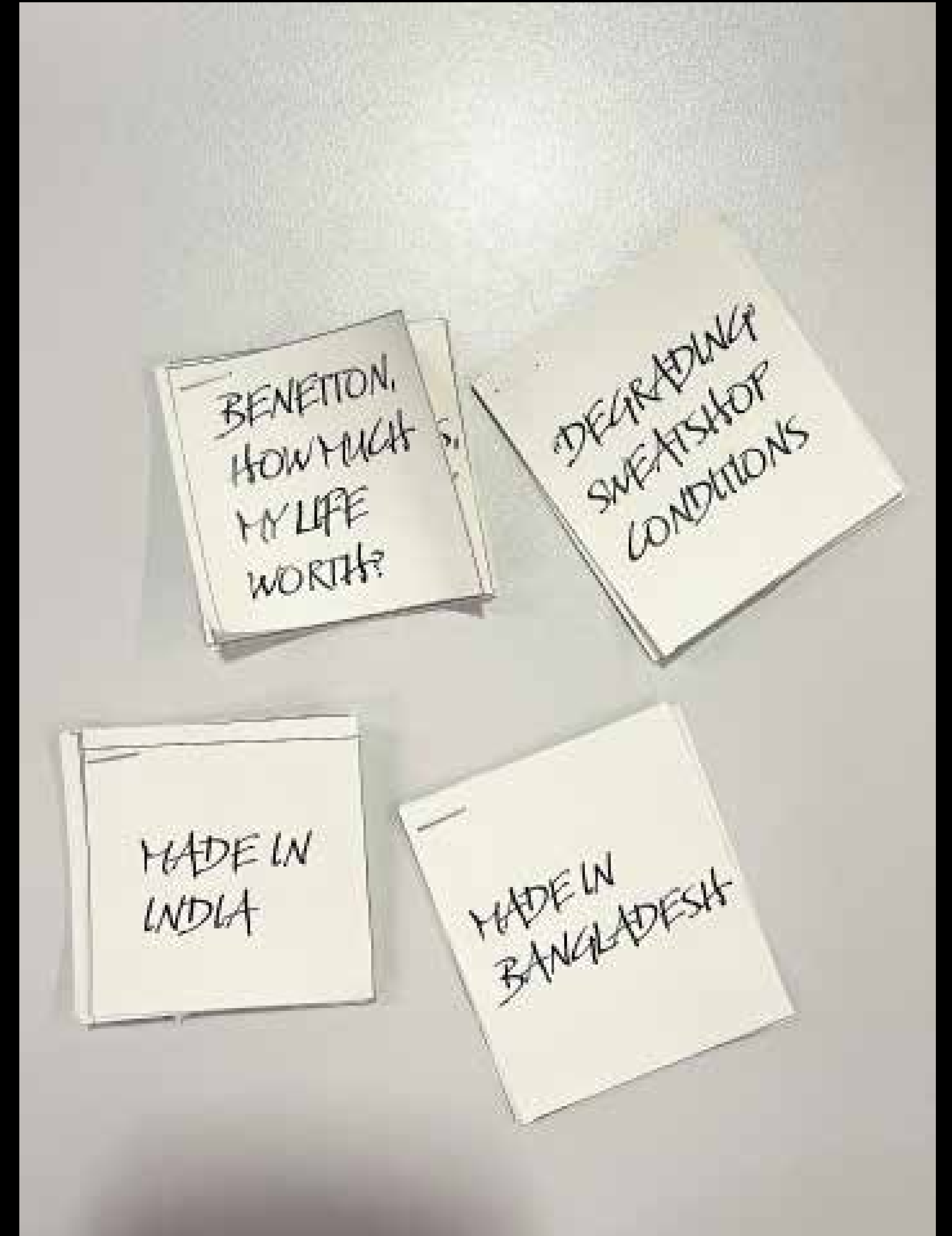
- Undignified life

Studio-based experimentation

On 24 April 2013, the Rana Plaza building in Dhaka, Bangladesh collapsed, killing 1133 workers and injuring thousands more. Pairs of cargo trousers like these were manufactured there for British retailer Primark. The Rana Plaza building had been illegally altered and extended over several years. It accommodated textile factories in which global brands including Benetton, Hatalan and Mango manufactured clothes. Cracks in the building had been noted the day before, yet garment workers were ordered to return to work on 24 April. The building collapsed shortly after 8.45am. The tragedy prompted a global dialogue about how demand for fast-changing inexpensive fashion has created poor conditions for workers in countries like Bangladesh. The debate about Rana Plaza embraced how to reform Bangladeshi building codes, the rights of low-paid workers and the responsibilities of global consumer brands and of shoppers in rich, western countries. Fast fashion is a system developed over the course of the last few decades, initially instigated by large retailers and supermarkets such as Walmart and Tesco, spreading quickly to more traditional high street fashion retailers. Trend-based fashions are produced very rapidly in short runs. Seasonal sales are reduced and pressure is put on the consumer to purchase garments immediately on sight. This, coupled with aggressive pricing strategies, leads to increased demands on productivity throughout the supply chain.

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Studio-based experimentation



Unit1 Brief5

Methods of Conceptualizing

Practical Research Cataloguing

Zara: (-) icons



Primark: Important concepts such as: Sustainable, recycle, reduction of water consumption, supporting the creation of ecologically growing crops.



Primark: (-) icons



Primark: (-) icons



Zara: Pictograms are a good way of simplify communication.



Practical Research

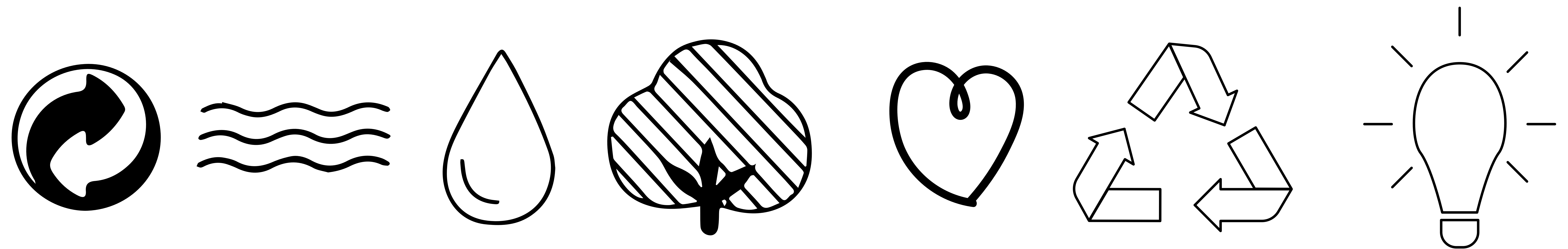
Insights from cataloguing

- The tags are the direct form of communication brand ↔ (tag) ↔ consumer.
- Brands use tags as a medium to show their accountability.
- Brands are already taking action to become sustainable, responsible and have a positive footprint on the industry.
- Through graphic design we can educate consumers, inform consumers



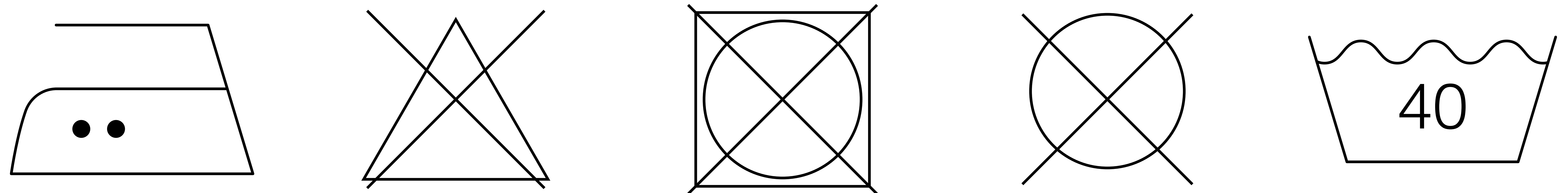
Pratical Research Cataloguing

- The use of icons facilitates communication, however, is simple and surface level.



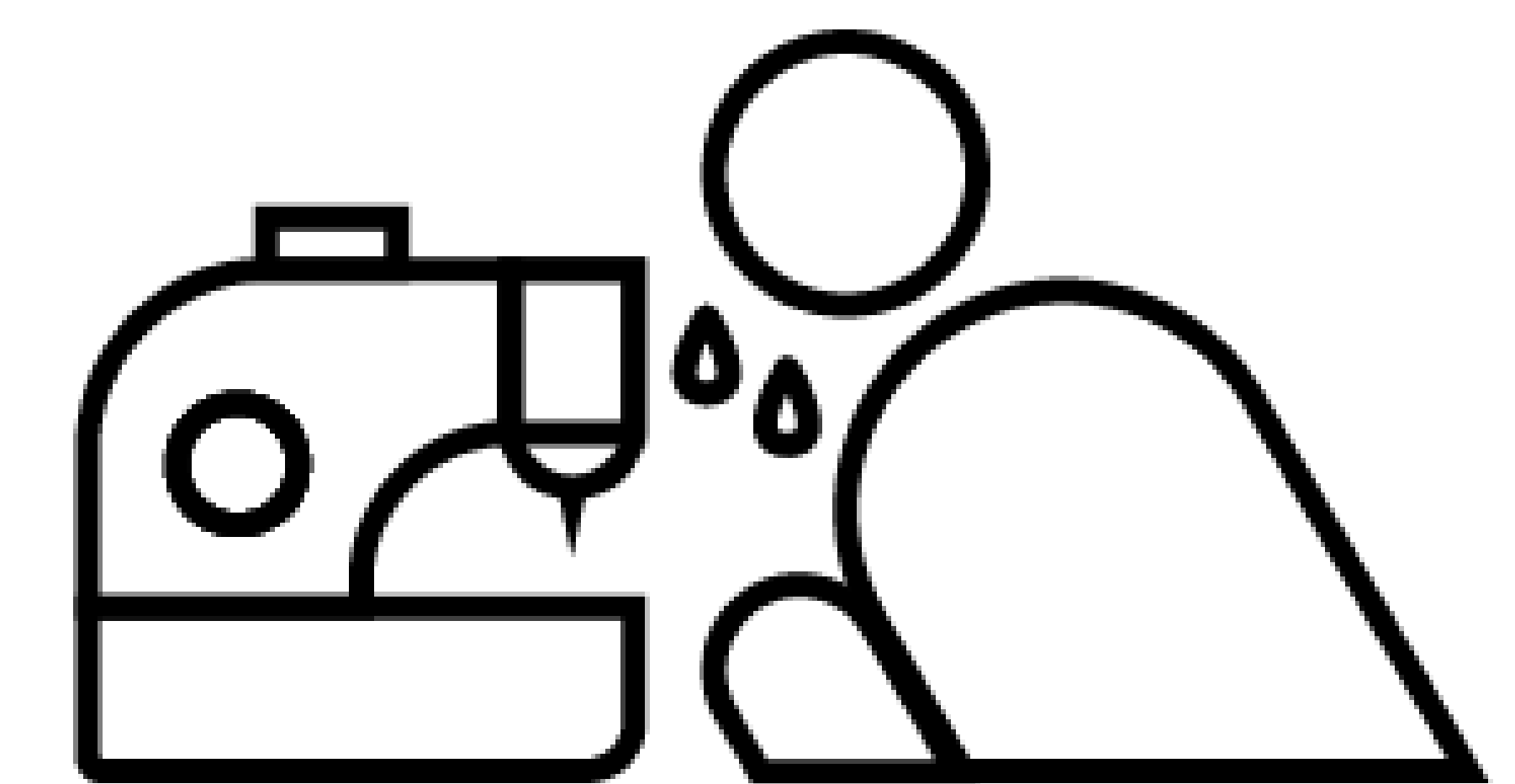
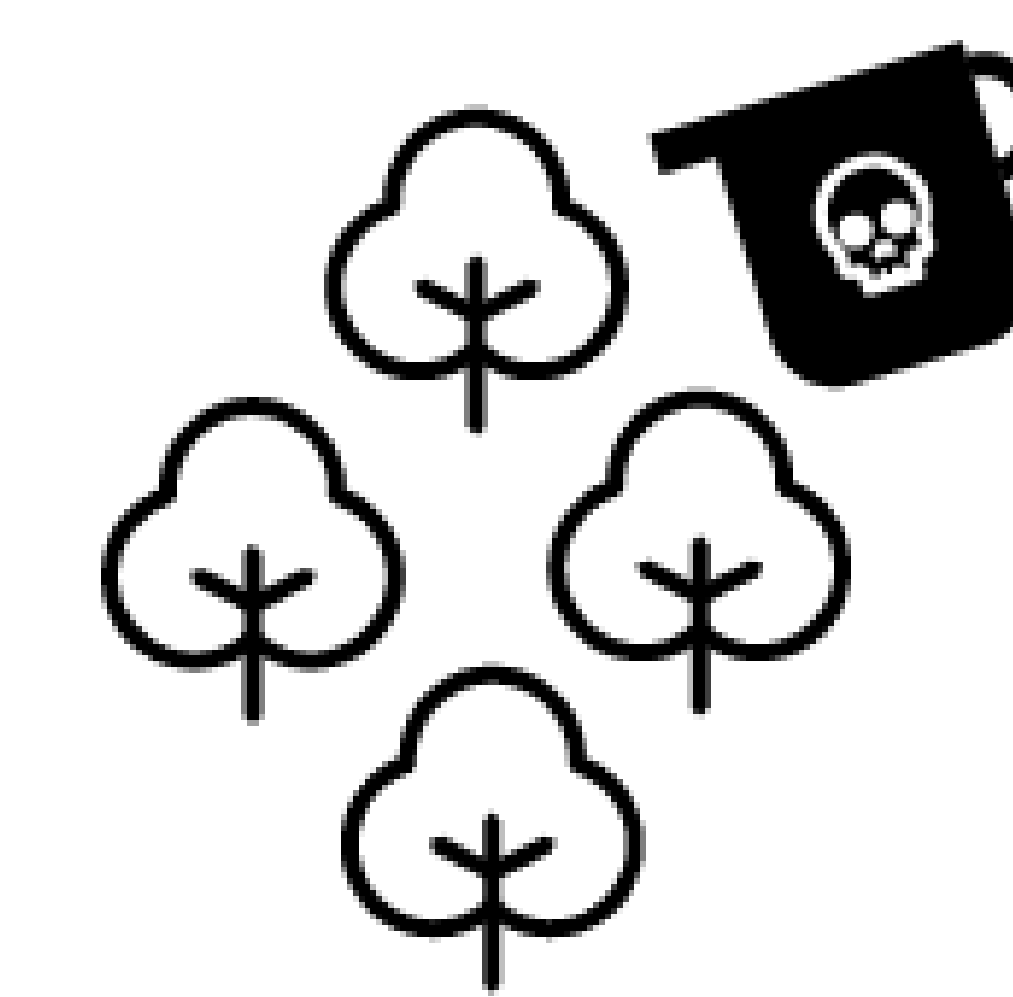
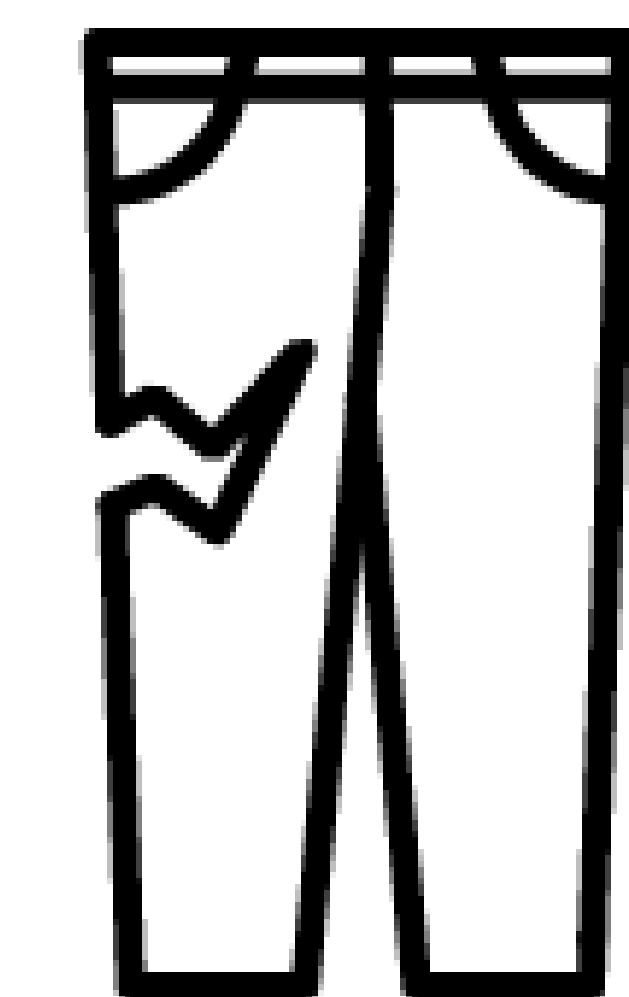
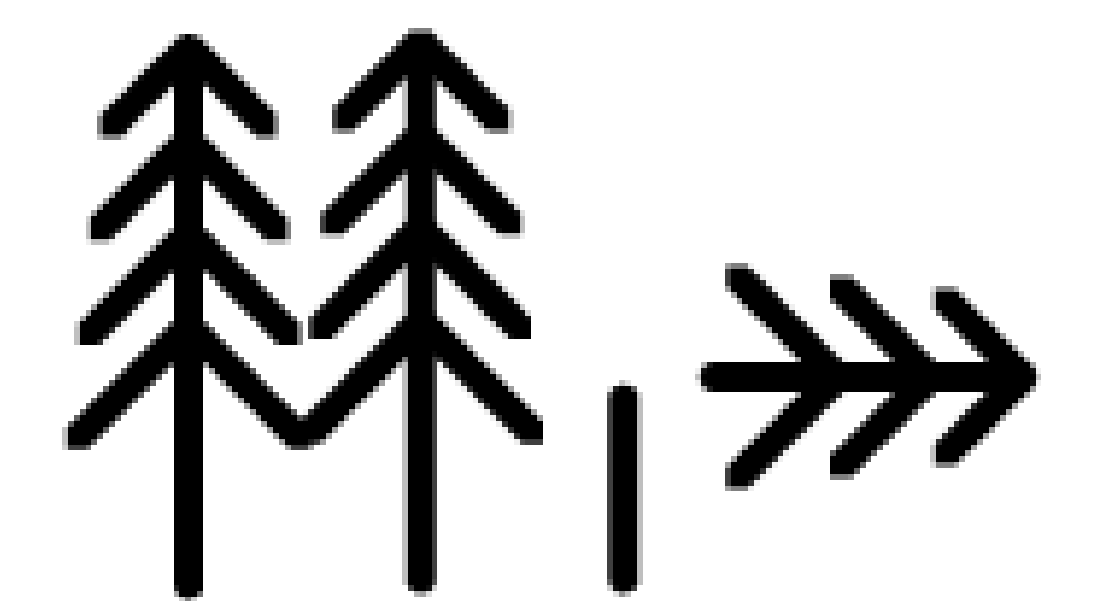
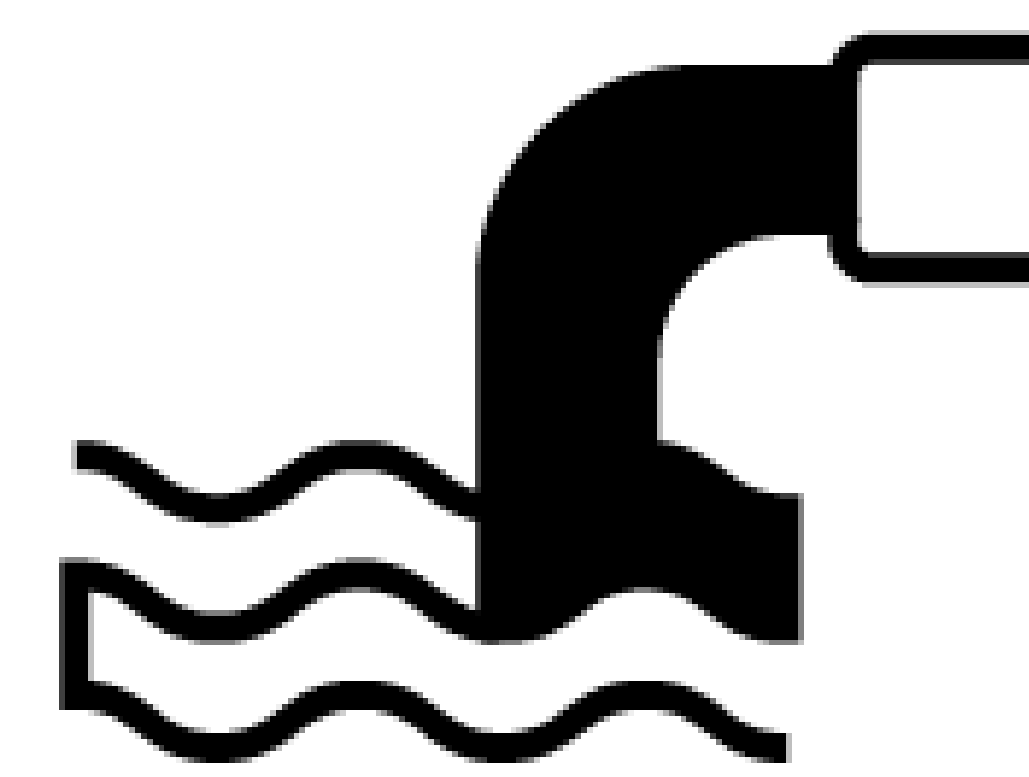
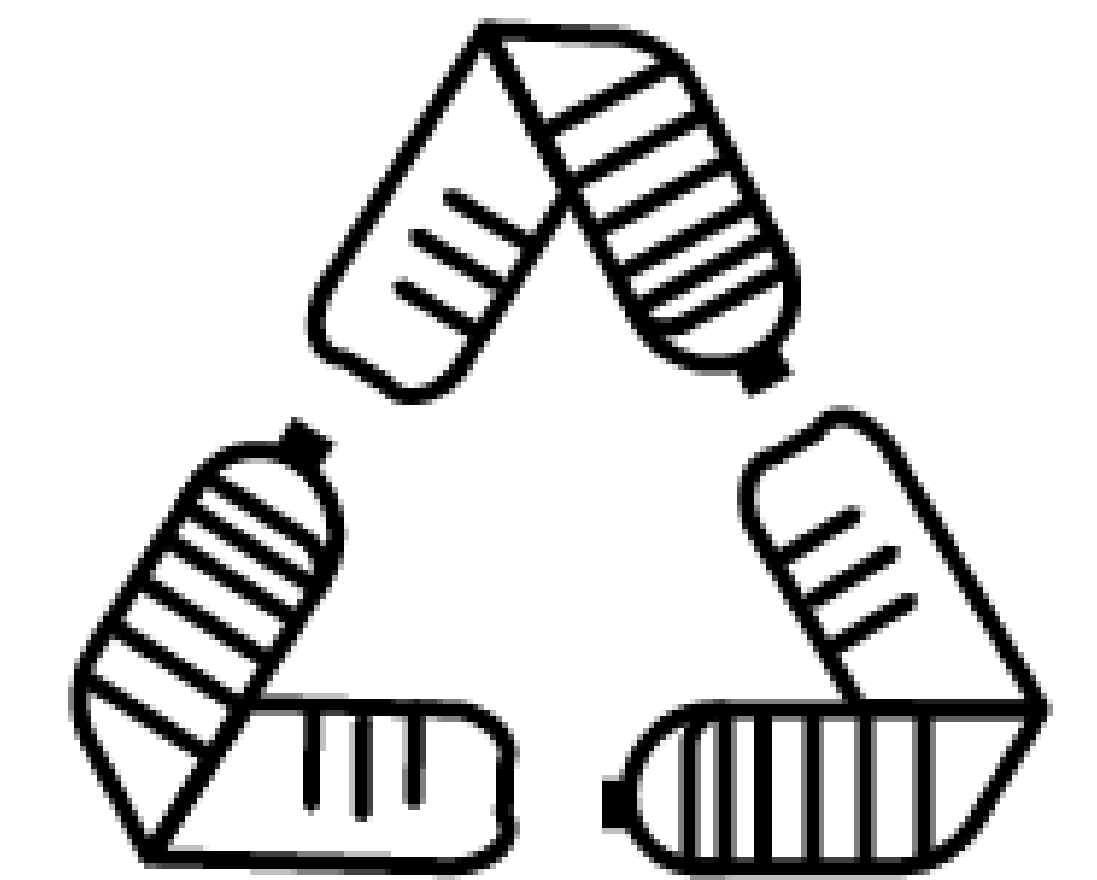
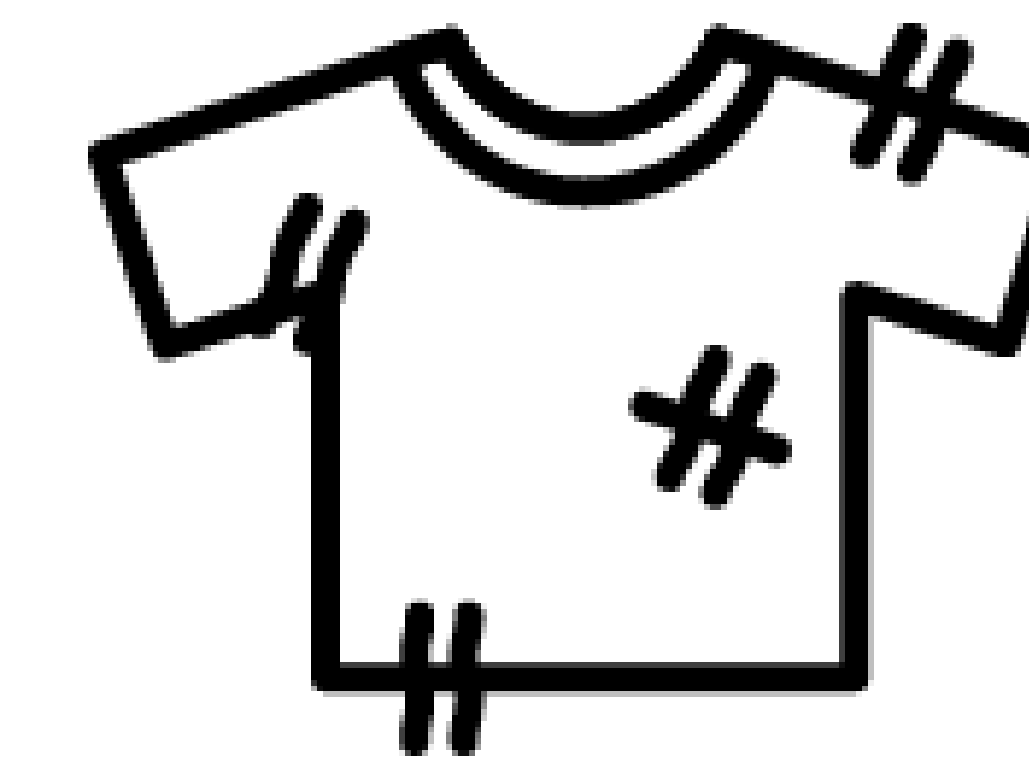
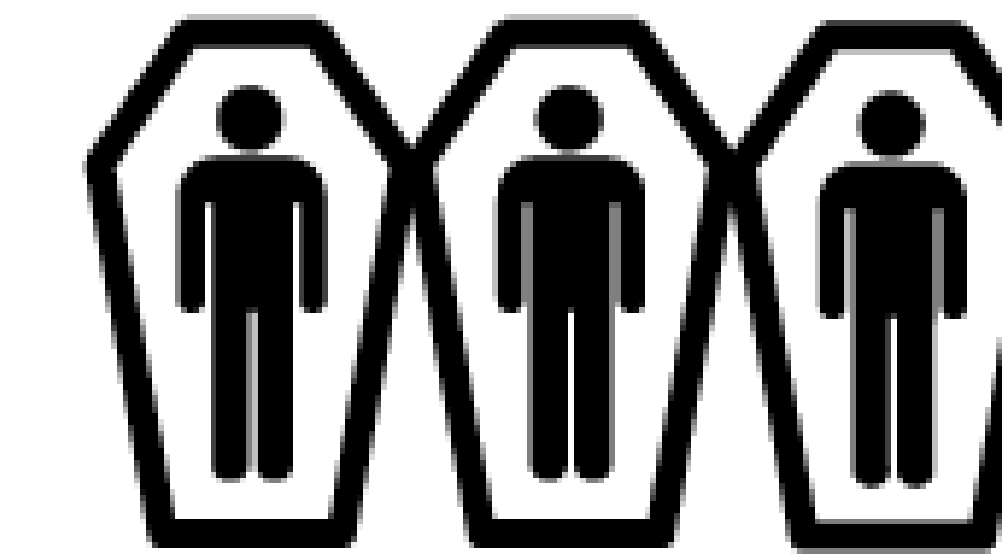
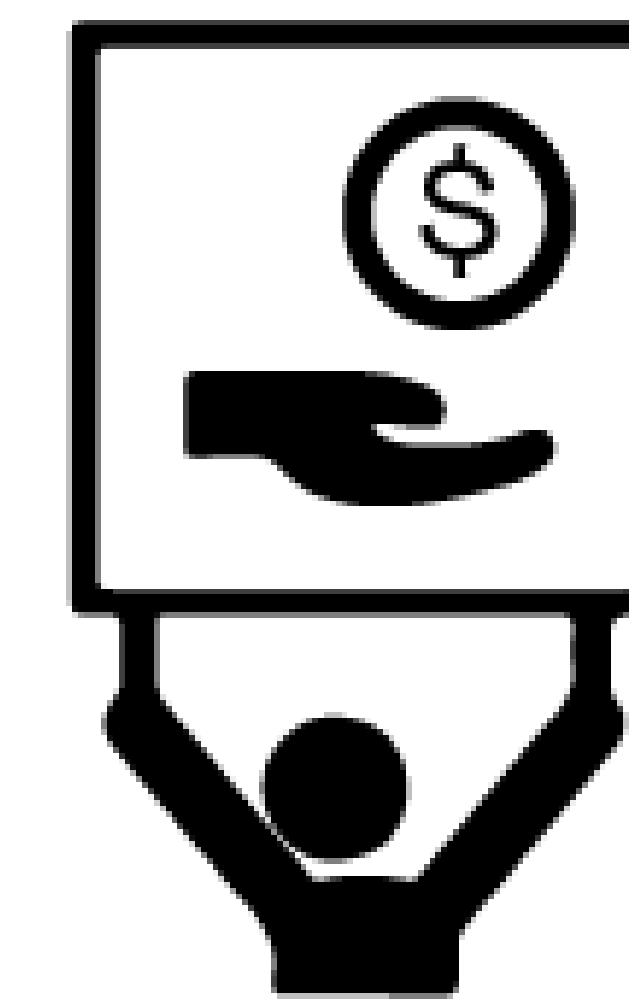
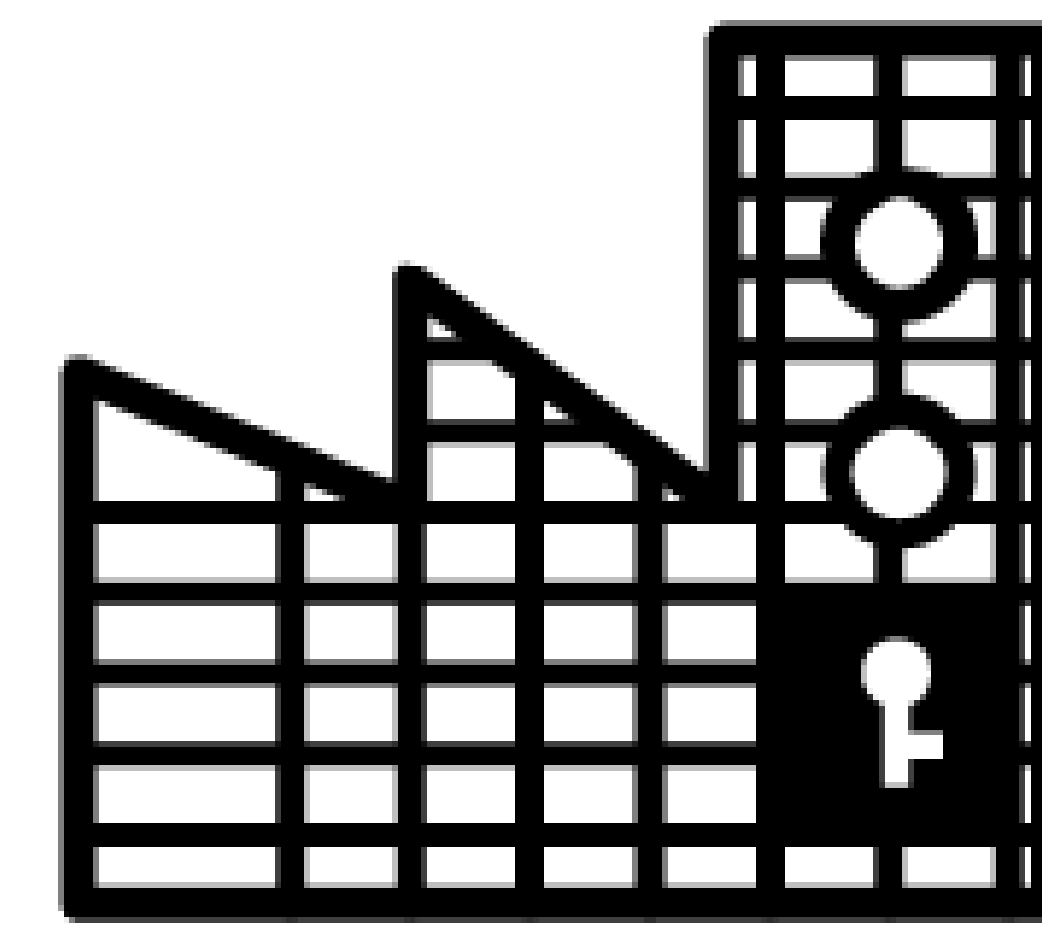
Information - sustainable and ethical fashion practices.

- (brand role informe)



Information - care and washing tips.

Studio-based experimentation



Audiences

- Shoppers on Oxford Street?
- Enthusiasts of vintage?
- Beginners of vintage?
- Whoever step in a charityshop in Bricklane and just hangaround?
-
- What knowlege are being formed and in which way?
- Why they are triggered?