

UDC 687.3

ANGELA SCRIPCENCO, AURELIA BORȘ
Technical University of Moldova, Republic of Moldova

MANUFACTURING REVERSIBLE CLOTHES AS A MODERN APPROACH FOR SUSTAINABLE FASHION

Purpose. Development of the design of double-faced products and proposals for diversifying the range of down quilted jackets within the concept of the “Family Look” collections, which will influence the formation of the consumer segment - young families with children, and will also contribute to the formation of rational consumption of products due to the increased life cycle of such products.

Keywords: reversible, functionality, style “family look”, technological process.

Objectives. Application of the principles of stylistic unification of products intended for women, men and children, so that they form a family collection. For this reason, an intelligent approach to design allows for the creation of harmonious collections suitable for adults and children.

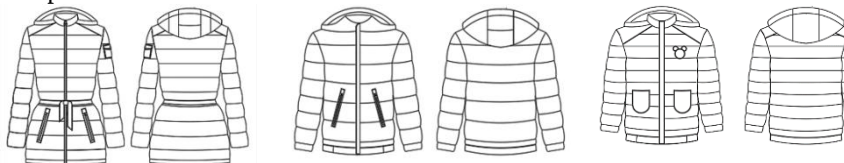
Methodology. Visual-analytical method and morphological analysis were used.

Research results. A system of models was developed for three types of consumers (women, men, children) based on the study of fashion trends for quilted jackets and the consumer requirements for clothing products were determined.

The concept of reversible clothes shows some advantages in functionality, a factor that easily takes on different aspects, having two products in one, which influencing about consumer behavior in conscientious consumption [1]. Reversible clothing remains popular due to its practicality and versatility. They offer the possibility of easily changing the appearance of a garment. Thus, elegant and stylized options are obtained that suit the tastes of each family member.

Down jackets are both warm, functional and essential on cold days. In the cold season, they not only provide thermal comfort, but also a current, fashionable look. The increase in interest in this assortment of clothing products can be attributed to several factors. One would be the trend towards versatility and practicality in fashion, which allows consumers to optimize their investment in a single piece of clothing [1].

Also, the focus on sustainability and long-term functionality may be another reason for the popularity of these products, as they are durable and can be worn in multiple ways [3,4]. And last but not least, the influence of the online environment and social networks in promoting these products can help increase interest in them



a – woman's jacket

b – man's jacket

c- children's jacket

Fig.1. The models sketch of double-faced jackets in the concept "Family Look"

The models are technologically homogeneous, since they contain the same design elements, such as pockets, collars, fasteners, hood, sleeve bottom and the product edge, which do not differ in technological processing in all product groups. All parts are quilted at the surface, preserving the stitch pattern between the models. Thus, using the principle of technological homogeneity of products from different product groups, it becomes possible to manufacture them in one flow line simultaneously. Thus, the diversity of double faced products is achieved by combining fabrics of different colors and a variety of decorative elements, in particular pockets.



Fig.2. Double-faced jackets in the concept "Family Look"

The technological process is designed in a sewing flow for 20 work places, of which 17 are straight-stitch machines, special machines and devices are also used. As equipment for wet-heat treatment, a steam-air

mannequin is used, since the materials for the jackets have a special finish so only steam treatment is allowed.

Conclusion. On a theoretical level, the work contributes to the knowledge of the design methodologies of the technological processes for quilted reversible products. Implementing these technological design processes can lead to cost reductions, increased productivity, and improved ability to respond to consumer demands. The project emphasizes the importance of optimizing technological processes and expanding the range of products for the manufacture of quilted reversible jackets intended for different groups of consumers, such as the whole family [2]. By integrating advanced technologies and adapting production processes, garment enterprises can produce high-quality items, improving efficiency and reducing costs [5]. This allows them to be competitive in the global market and meet the varied needs of domestic consumers.

References

1. SCRIPCENCO, Angela; PASHKEVICH, Kalina. From linear to circular fashion: is it new trend or necessity? 2020.
2. SCRIPCENCO, Angela; MUNTEANU, Maria. Reinterpreting national heritage in fashion garments. In: KyivTex&Fashion. Київський національний університет технологій та дизайну, 2023.
3. Hainele de familie: Combinația perfectă – <https://www.zanqiangarment.com/ro/news/family-clothes-the-perfect-combination-of-fashion-and-family> / [accesibile on 28.02.24].
4. Scurte de damă la modă pentru toamna și iarna 2023/2024 – <https://runway.modivo.ro/scurte-de-dama-la-moda-pentru-toamna-si-iarna-descopera-croielile-in-ton-cu-tendintele-de-pe-podiumuri> / [accessible on 26.02.24].
5. KEY PILLARS OF SUSTAINABILITY <https://www.monclergroup.com/en/sustainability/think-circular-bold/results-and-targets> [accessible on 06.09.24].