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PROMOTION NATIONAL IDENTITY IN UNIFORMS FOR HOTEL SERVICES

Purpose. *The aim of the study is to develop the hotel uniforms with decorative elements inspired from national style for the promotion of traditions at the local and especially at the international level.*

Keywords: *uniform, traditional style, embroidery, ornaments.*

Objectives. The following objectives are summarized in the research:

- analysis of the uniform product segment on the market of the Republic of Moldova;
- analysis of the ornaments used in the traditional Moldavian costume, choice and stylization, and the development of a collection of uniform for the hotel reception sector inspired by the elements of the national costume;
- reasoning for the selection of the textile materials;
- engineering approach in the design and diversification of the hotel uniform;
- elaboration of design documentation for hotel uniforms;
- development of the manufacturing technology of the designed products;
- 3D simulation of the designed products, as well as validation of the results by their practical realization.

Methodology. Visual-analytical method and morphological analysis were used, the project is developed on 2D and 3D modeling for getting patterns. the experimental part represents testing of design solutions in the material and receiving feedback from potential consumers.

Research results. The research results are materialized in the collection of hotel service uniform which consists 5 types of women's clothing: blouse type "Ie"; the classic shirt with flared sleeves towards the bottom; straight skirt with a center fastening in the form of overlapping hem; classic trousers with a high waist and flared to the bottom; "ie" dress type with ruffle on the bottom, a woven belt is proposed as an occasional decorative element. The collection is designed as a capsule, so all products can be combined with each other, achieving a new look every day. Traditional embroidery was proposed as a decorative element for all products. In the development stage of the embroidery, the design of the national campaign "Be our guest" was taken into consideration. The "Tree of Life" ornament was stylized for this campaign and has become a national

symbol of the Republic of Moldova, later widely used for advertising purposes.

Topic relevance is the national development strategy "EUROPEAN MOLDOVA 2030" prospers and resilient, sets up the main pillars of the national economy for continuous development. Among the priority directions is local and international tourism, as a strong source for strengthening the country's budget. Hotel services are among the first points of direct contact with the country's guests, and create impressions not only about the host hotel and restaurant, but also about the entire country. In this context, the uniform of hotel employees must be beautiful, attractive and informative and to convey to the guests a message full of respect for traditions, hospitality and quality of services. The targeted subject are the hotel employees, especially from reception sector.

Uniform products are designed to be worn by members of a particular organization, institution or team, with the aim of creating a common identity and establishing a visual distinction between them and the others. The concept of uniform can vary depending on the context and the specific needs of the organization or group for which they are intended. Here are some ways in which the uniform can contribute to the promotion of a company's values and its positioning on the market: 1 - representing the company's values; 2 - consistency and cohesion; 3 - easy identification; 4 - promotion of the brand; 5 - differentiation on the market; 6 - professional impression. Since in the hotel field the staff does not have a uniform, we came up with the proposal to implement a uniform with decorative elements inspired by the traditional style, for the employees in the reception sector. This is the staff who has the first direct contact with customers. By carefully managing the fashion aspects of uniform, hotel brands can strengthen their position on the market and develop a strong and long-lasting relationship with their customers.



Fig.1. The symbol of "Tree of Life" [1]

On November 20, 2014, at the Museum of Ethnography and Natural History, the Tourism Agency of the Republic of Moldova presented a new brand of the country's tourism sector [1].

"Tree of Life", according to the creators, is a complex symbol of national culture and was chosen to represent the values and specifics of Moldovan tourism. Thus, each end of the branches represents a specific symbol, whose elements reflect the importance of tourism, complemented by the symbols of the other 5 strategic

sectors of the national economy: light industry, information technology, automotive and electronic industry, infrastructure and energy. It is interesting that the tourism brand quickly became a national brand, which represents the country at all international exhibitions and events [2].

National Moldavian costume is rich in ornamentation and symbols that reflect the history, culture and traditions of the regions [3].

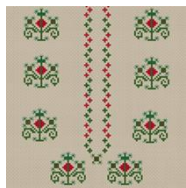


Fig. 2. **The ornament intended to decorate the “Ie” type blouse**

Source. Designed by Maria Munteanu

Nowadays, implementing the elements of national costume in modern clothing design of usual clothes and uniforms, where national identity is quite important, became popular [4, 5, 6, 7]. The national symbol 'Tree of Life' was chosen as the object of this study. The creation of the ornaments and the realization of the embroidery scheme for the designed products was carried out in the "Cross Stitch Professional Platinum" software [8]. Figure 2 shows the cruciform ornament of the "Tree of Life" symbol intended for the ornamentation of the “Ie” type blouse.

To achieve the design concept of the designed products, the method of digitizing the design process of clothing, such as the Clo3D software, was applied. This software allows to work simultaneously in 2D and 3D with fabric, texture and color simulations. It also allows choosing the avatar, adjusting it to the required sizes, viewing the designed product. An example of blouse “ie” is presented on fig.3.

The embroidery is placed centrally on the upper part of the front marker of the women's blouse.

Clo3D is currently widely used in the fashion industry, helping designers to create and test their ideas in an efficient and accurate way, thus reducing the cost and time needed to develop fashion collections.

The designing of clothing was developed from 2D patterns obtained by traditional approach for construction patterns, then exported it in Clo3D and applying virtual sewing of it for better visualization of the designed model. An example of the sequence of stages for converting a 2D project into 3D is shown in Fig. 4.

Conclusion. This study is based on the research and analysis of uniform clothing products. The target group of the study was the hotel reception staff. As a result of these researches, clothing products with



Fig. 3. **The 3D model of blouse “Ie” with ornament 'Tree of Life'**

traditional hand-embroidered ornaments were made, with the aim of being comfortable and functional, the appearance and design of the uniforms will convey professionalism, cohesion and values of both the brand and the entire nation. The customization of the set of uniforms includes the use of the ornament - the national logo "Tree of Life". By introducing the embroidered uniform with the national symbol, the hotel brand can strengthen its position in the market and develop a strong and long-lasting relationship with its customers.



Fig. 4. Blouse and skirt of hotel uniform transforming from sketch (a) into 3D model wearing on the avatar (b) a view in Clo3D

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