

Research Article

The Analysis of Women's Ready-to-Wear With Timeless and Multiways Concept

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Abstract.

The fashion industry is in a state of constant evolution, with designs and trends becoming quickly outdated, which in turn leads to premature disposal of garments. Previous reports have also shown that the community discards approximately one million tons of textile waste annually. Although 3% of the waste consists of fabric, this is a substantial amount that must be recycled and reused. To address this issue, two potential solutions have been proposed by previous studies, namely the use of timeless and multi-way concepts, which help to lengthen the duration of use for clothes. Therefore, this study aims to analyze women's ready-to-wear fashion with timeless and multi-way concepts as the potential solution to clothing and textile waste. The research utilizes the mixed method of qualitative and quantitative approach through literature study and questionnaire. The research reveals the potential of timeless and multi-way fashion as the solution to post-consumer textile waste.

Keywords: ready-to-wear, womenswear, timeless fashion, multi-way fashion

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1. INTRODUCTION

1.1. Background

Living in a rapidly evolving world entails constant changes in various aspects, including technology, human mindset, and fashion style. In the fashion industry, keeping up with the latest fashion style is often seen as a way to stay current and trendy. However, this constant development also comes with challenges, such as the ever-changing cycle of trends. According to Nelson [1], there are 2 types of trends, namely macro and micro trends, which often last for 5-10 years and 3-5 years, respectively. Micro-trends usually arise from inspiration obtained from social media influencers and have a short lifespan. This creates a cycle where people buy clothes to follow the current styles.

Due to the rapid changes in the fashion industry, some designs cannot stand the test of time. A previous study stated that "trench coats, button-up shirts, knee-length

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straight skirts, crew-neck cardigans, leather jackets, and patterns, such as leopard print are all fashion classics that have been around for a long time and in many incarnations” [2]. From this quote, Barrera [2] mentioned several examples of styles that could endure changes. Several studies have also proposed different solutions to overcome the problems affecting the fashion industry, including the use of timeless and multi-way concepts. Timeless fashion refers to clothing that has lasted for several decades, and always appears classic and smart, without being influenced by trends [3]. Meanwhile, multi-way fashion refers to clothing that can be worn in various ways based on the creativity of the users.

Based on previous reports, the community discards approximately 1 million tons of textile waste annually [4]. Although this waste contains 3% fabric, it is still a substantial amount that must be recycled and reused. Furthermore, it can be divided into consumer and industrial types from a production aspect [5]. The pre-consumer or industrial waste often occurs during the production process, such as sewing, cutting, and weaving, while the post-consumer variant is commonly produced from finished clothes.

The Council for Textile Recycling [6] stated that post-consumer waste could include discarded household items or clothes, including outdated and damaged clothing. These clothes are sometimes donated to charity but often end up in the landfill [7]. Reports revealed that only a quarter of post-consumer textile waste was recycled, while the remaining was handled by certain organizations or the majority ended up in landfill.

Based on the data presented above, a solution to textile waste needs to be presented to reduce the environmental impacts generated from the textile waste. Therefore, this research aims to analyze women’s ready-to-wear with timeless and multi-way concepts as the potential solution to post-consumer textile waste.

2. RESEARCH METHODS

This research utilizes the mixed method of both qualitative and quantitative approach. It is carried out by collecting and analyzing qualitative and quantitative data. Mixed method is utilized to answer study questions that cannot be answered solely using quantitative or qualitative techniques. They can also be used to gain a clearer understanding of the topic and enrich evidence, allowing for questions to be answered in depth [8].

The first method used in this study was the qualitative approach through literature study on women's ready-to-wear fashion, timeless fashion, and multi-way fashion to obtain literature data and insights on the research topic. The second method employed was the quantitative approach, which was carried out in the form of a survey by distributing a questionnaire to potential users online. The process involved 100 female students at Universitas Ciputra Surabaya who had at least basic knowledge and interest in fashion. Furthermore, 50% of the students were from the creative industry faculty, while the other 50% were from other departments. The survey helped to reveal individual perspectives and experiences about fashion.

3. RESULTS AND DISCUSSION

3.1. Women's Ready-to-Wear Fashion

The term 'ready-to-wear' referred to clothing that did not require individual fitting for each client because the factories used standard sizes, with relatively cheap prices [9]. According to Ramadhani [10], ready-to-wear fashion had several categories that depended on the market's specifications and economic classes. Based on the large scale of demand from all social classes, it could be divided into mass production and deluxe. Mass production referred to fashion produced in large quantities, while deluxe were often designed with limited production quantities [11].

3.2. Timeless Fashion

Timeless or classic fashion could be interpreted as clothing that was always trendy, including clothing items that had stood the test of time [12]. Audrey Hepburn is a public figure who often referred to as a timeless style icon. Audrey Hepburn's fashion is characterized by simple shapes, neutral colors, and feminine elegance.

3.3. Multi-way Fashion

Multi-way fashion refers to clothing items that were designed to be worn in several ways and targeted towards consumers who preferred to purchase clothes in small quantities (Oxford English Dictionary). This offered benefits to users, as it allowed them to wear the same item in different ways, thereby giving the impression of different clothes

[13]. The multi-way features could be achieved through various methods, including detachment, deconstructivism, and transformable design. According to Bøgedal [14], there are several variations of techniques to achieve the multi-way feature. The first technique is detachment, which was developed in the 1930s by American designers, Claire McCardell and Vera Maxwell. The Japanese designers Yohji Yamamoto and Rei Kawakubo paved the way for deconstructivism in the early 1980s. Rei Kawakubo's asymmetric work "Evening Suit" can produce two different looks by detaching the blazer's sleeves (See Figure 1). The other techniques are convertible and reversible which were utilized by fashion designer Hussein Chalayan for the Autumn/Winter 2014 collection where he demonstrated transformable dress by combining day and evening wear into one outfit. As can be seen in Figure 2, with one pull on the fabric layer, there is another fabric which makes the dress instantly become longer and the appearance changes.

Figure 2. Evening suit by Rei Kawakubo (Comme des Garçons) FW88-89.



Figure 1: Evening Suit by Rei Kawakubo. (Source: Bøgedal, 2021).



Figure 2: Transformable 2-in-1 dress by Hussein Chalayan A/W 14. (Source: Chalayan, 2014).

3.4. Survey Result

Based on the questionnaire distributed to 100 female students, approximately 50% of respondents purchased clothes once a month and wore them 4-10 times. Furthermore, the majority of the respondents stated that they no longer wore these clothes due to boredom. After showing photos of multi-way and timeless fashion, approximately 90% of them agreed that the presence of this concept was likely to increase the duration of use for clothes. According to the students, timeless fashion with neutral colors could also lengthen the duration of usage and the majority of the respondents were willing to spend IDR 250,000 - 499,000 for shopping on this type of fashion.

4. CONCLUSION

Due to the rapid changes in the fashion industry, some designs cannot stand the test of time, thereby increasing the percentage of clothing and textile waste. The results of this research demonstrates that timeless and multi-way fashion is the right solution to reduce post-consumer clothing waste. This type of fashion is expected to lengthen the duration of use for clothes due to the timeless design and the multiple looks. Therefore, timeless and multi-way fashion could be adopted by fashion designers and fashion

labels to extend their product's lifetime to reduce post-consumer textile waste and its negative impacts to the environment.

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