

Peace Dress Design Based on Globalization Phenomenon

Moloud Charaki^{a*}, Salar Zohoori^a 

^a*Design and Clothing Department, Yazd Branch, Islamic Azad University, Yazd, Iran*

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Abstract

Clothing is one of the most important characteristics of the culture of any civilization. Humans have always been thinking about the evolution of their clothing style and also the initiative and innovation in bringing about its diversity, to show their appearance in the most beautiful way possible in the society. Therefore, people's clothes should have a beautiful and creative design and color, suitable for the environment and the fashion of the society. Therefore, creativity in the field of clothing design has a special importance and position and can play an important role. The importance and motivation of this research is the design of peace clothes in line with the phenomenon of globalization in the design and sewing of modern clothes with intelligent creativity. In this article, the design of peace clothes is specifically discussed. These clothes have been examined from two approaches. The first approach is to design clothes that clearly inspire a sense of peace by using peaceful elements, and also in the second approach to design peaceful clothes that can walk in line with the globalization phenomenon in the fashion and clothing industry. In the following, with the design of the mood board and the findings regarding the effectiveness and uses of the peace dress, as well as the peaceful elements around the world and all cultures and societies, the digital implementation of the initial plans will be carried out in this direction. After approving the desired designs using the Color Board, the new digital design method (Technical Fashion) was used to implement them, and also, creative designs were designed using artificial intelligence capabilities. In terms of method, the current research is descriptive and analytical, and in terms of structure, it has an applied purpose, which has been used to collect data in the form of an observational library method.

Keywords: Clothing Design; Peace Clothing; Globalization; Global Village

* Corresponding author. Tel: +98-9171739447.

E-mail address: mersanm123@gmail.com

1. Introduction

Peace is a concept of social friendship and empathy and kindness, justice and equality in the absence of hostility and brutality. In this sense, peace is a state of calm, carefree and free from anxiety, conflict and conflict. Peace is considered a universal ideal. Peace is not an absolute concept and it can have a different definition depending on the religious and cultural point of view. In the same way, peace can be studied from different aspects, including issues related to war, disarmament and control of military weapons and other issues (www.einaudi.cornell.edu).

World peace is an ideal and ideal concept of establishing freedom, peace and happiness in all countries of the world or among all beings. World peace is a universal idea of non-violence that the nations of the world willingly cooperate to achieve, voluntarily through a system of government that prevents war. This term sometimes refers to the elimination of all enmities and enmities between all people. For example, world peace can be considered as an end to all wars or conflicts between brothers and sisters (www.ipl.org).

Peace clothes include peaceful messages, paintings, photos, symbols and symbols of peace. These signs are usually placed on the clothes in bright and cheerful colors and using simple and understandable writings. Also, in some peace clothes, there are pictures of animals, flowers and other symbols that refer to peace and friendship. These clothes are used as a kind of non-violent protest and their purpose is to create awareness about issues of peace, justice and equality. Peace dress is a dress that is used to show protest against war, violence and racial and sexual discrimination, humanity, peace and justice. These clothes are usually designed with bright and peaceful colors such as white, yellow and green and include wearable such as t-shirts, clothes and flags. These clothes are used as a kind of non-violent protest and its purpose is to create awareness about the issues of peace, justice and equality.

Peace clothes are a peaceful movement that was formed in the 1960s in America. This movement was created as a sign of protest against war and violence, using simple and colorful clothes. In this movement, people in simple and informal clothes took to the streets to show that they are against war and violence. The first designer of the peace dress, that is, the person who used this idea for the first time, is not known. However, many designers and cultural activists in the 1960s and 1970s used the peace dress as a symbol for the peace movement. Several different designers, including Gerald Holtom, who designed the well-known peace dress for the peace movement, are known as peace dress designers. Also, Mary Quant and Barbara Hulanicki also designed peace dresses in the 1960s. Designers of peace clothing can be human rights activists, artists, fashion designers, social activists, etc. Some prominent examples of peace clothing include T-shirts with the message coexist, make love not war, love unity respect peace. Of course, the concept of peace does not mean the absence of war and has been used throughout history since the beginning of civilizations. For example, in ancient times, people wore colorful and happy clothes and celebrated together in their festivals and ceremonies to show peace and friendship. But the Peace Dress movement was recognized as a very powerful Islamic movement in the 1960s. This movement originated in America and quickly spread around the world. People took to the streets in simple and informal clothes and wrote peaceful messages on their clothes, showing that they are against war and violence. French fashion designers Jean-Paul Gauthier and Johannes Raymond Herzog designed the dress in 1960. The outfit consisted of a white suit with a green collar, which was introduced as a symbol of peace and friendship during the Cold War.

Globalization is the process of interaction and integration of people, companies and governments around the world. Globalization grew due to the advancement of communication and transportation technology. Increasing global interaction brings the growth of international trade of ideas and

cultures. Globalization is primarily an economic process in the form of economic interaction, which is associated with cultural and social aspects, however, conflict and diplomacy have always been a part of the history of globalization, especially modern globalization.

According to some views in favor of globalization, this event, in the case of coherence, can cause the expansion of links and mutual connections beyond the limits of governments and minimize the security of localities and ethnicism. In fact, globalization is one of the consequences of the rebirth of industrial civilization and the technological revolution and the expansion of capitalism, which, if realized away from corruption and violation, can replace the complex processes of civil societies and traditional city-states and bring about the development of all in an equal and balanced interaction.

Globalization means a social process that loosens geographical restrictions on social and cultural relations (Mahdavian, 2022). Globalization is the evolution of social geography, which is characterized by the growth of cross-border spaces. This development does not lead to the erasure of geographical borders, but the border and the borderless will coexist with a complex relationship (Scholte, 2000). This phenomenon, which is the result of various factors, including developments in information and communication technology, has had many positive results from cultural reproduction to economic efficiency.

But globalization is a type of new global liberalism that is supported by the United States and organizations such as the International Monetary Fund and the Organization for Economic Development and Cooperation (OECD).

This phenomenon puts pressure on governments to reduce acceptable social standards and to impose only free market economic standards on society (Reich, 1998). Never before have consumers had access to many current fashions in the world at such low prices. Having all of these options has almost become second nature, with sprawling malls constantly filled with a variety of new and fast fashion stores. This trend is not just a coincidence: it is part of the impact of globalization on the fashion industry. But what is globalization? Simply put, globalization is an economic and social process in which global markets and cultures increasingly dominate local markets and cultures. Globalization has played a huge role in the fashion industry. Indeed, rapid change in this industry is undoubtedly one of the most important effects of globalization. As a result of globalization, the fashion industry has opened up to a variety of styles, influences and production methods. As a result, the trend is easily available to consumers worldwide. Therefore, globalization has also changed the way of transferring clothing production trends. However, the relationship between fashion and globalization is a complex and multidimensional phenomenon that consists of many parts, not all of which are positive. In the following, we will examine the changes in the fashion industry due to the rapid evolution of fashion as a result of globalization. Using the global assembly line, the fashion season has increased the speed of production to match the rapid appearance of new fashions while simultaneously lowering the price. As a result, customers buy more products and the season industry is able to grow even bigger. While this may translate into short-term savings for consumers, the long-term damage to the fashion industry could be catastrophic.

Globalization can also have positive and negative sides. With all these advantages, perfume and cheaper are not always appropriate. In the past years, our society has adopted the style of consumerism, one of the examples of which is the clothes we buy and wear. Fast fashion these days is a topic that has received attention. Fast fashion is clothes made from popular trends presented on the runways of famous brands. They are going to sell out quickly at very low prices. These inexpensive items allow the consumer to continually purchase new parts. It was in the 1960s that

existing industries began to grow, when young people began to embrace cheaper clothes and abandon the traditions of older generations (Hind, 2021).

Companies with low prices use certain methods in order to keep their production costs low, such as transferring production to poor countries where clothes are produced at a lower cost. In these areas, companies face less quality control and transportation, and in these cases, workers from this fast-moving industry suffer from this rapid consumption. As mentioned, the factories start producing in the cheapest countries by reducing their costs and pay the workers an unfair amount.

The collapse of Rana Square was an alarm for the world. It happened in Bangladesh 2013, Rana Plaza was a factory where famous brands like S&M were located. This drop was due to the bad conditions of the factory. Over a thousand garment workers were killed and many injured, an average of 60 billion people work in the fashion industry and yet we seem to have forgotten about those who make our clothes (Kem, 2011).

2. Results and Discussion

2.1. Mood Board Design based on the Subject under Investigation

When we decide to design a clothing collection, we have a series of ideas and topics in our minds that we need to organize; that's why we are designing a mood board. The mood board contains images of the designer's source of inspiration, selected elements, personal interests and ideas of the designer, fabric material and color, type of clothing cut, etc., which may also have small notes written in it.



Fig 1 Mood board and color board

According to the materials collected in this regard, and also relying on the design of the Mod Board, the design of the primary masses was started. The initial studies were designed digitally in two categories, conceptual designs and practical designs. Idea and creativity are the main aspects in conceptual clothing design. The creative aspect is very important in fashion and clothing design, and the personality of the designer has an effect on it and makes the design unique. The designer must take new and new ideas and when he can do this, the quality of the design will increase and he

must control and use the visual elements. Functional clothes are clothes that can be used daily and in different places.



Fig 2 Basic conceptual sketches



Fig 3 Basic applied sketches

2.2. Analysis of the Applied Conceptual Design

In the first design, a dress is designed that will attract the attention of every viewer due to its rarity and the use of blue color. Regarding the color blue, it can be said that pure blue has no sign of yellow, no traces of red. Blue is always cold. Blue is always inward. Blue is connected with nerves. Blue is a strong color in nature. When nature shuts down and all the buds are asleep, the blue color begins its life and becomes manifest and glorious. Blue is always imperceptible, but at the same time, it shows a clear atmosphere. Blue is visible in the earth's atmosphere from sunrise to sunset and even at night. In nature, water exists from the lightest to the darkest liquid. It shows different aspects of a soul, it enters into the mind and soul of a person, connects with his psyche and penetrates to the depths and ends of the soul. It conveys the concept of faith and refers to the infinite space and soul. For this reason, it is one of the colors that can beautifully express peace and tranquility in the whole world. It is a color that is equal to the circle and their characteristic, blue is smooth and transparent. Blue color creates peace and has depth and spiritual space like a circle. In this design, vertical and diagonal lines are used. The vertical line is the effect of standing and

endurance, elevation, calmness, stability, dignity and elegance. Vertical lines soften when blue. If this line is thick, it represents dynamism, strength, warmth, happiness and movement from bottom to top or from top to bottom. The vertical line pulls the gaze up and instills a sense of stability and balance to the viewer, and shows height, not breadth, as a result, it shows warmth, not coldness.



Fig 4 Implementation of the concept plan of the first design



Fig 5 Implementation of the application plan of the first design



Fig 6 Conceptual and practical design set of the first design

If I want to talk about the second design, it shows a world that is bright and shining, and the beauty and brilliance takes us to a hopeful world. That's why pieces of the world map are worked in gold color on the skirt of this dress, which here is golden yellow, light with a soft glow that is weightless and unbalanced. Gold is a color that was used instead of light in the past and has had many uses. In the golden domes of Byzantine mosques and in the background of paintings by old masters, this color is used as a symbol of the hereafter, wonder, kingdom and royalty, light and sun. The golden halo that illuminated a holy body is the best use of this color. Yellow is used in this look, which is associated with the sun and light and is known as the color of freshness, energy and light. For this reason, it is also used as a peaceful color. If yellow is placed in the background of green, this color shines among the colors of its family because green is a combination of yellow and blue.

A straight line can be interpreted as birth, a broken line as youth, and a curved line as maturity and perfection. The curved line expresses a state of soft movement and gradual change. Here, according to the chosen color, we see a show of tenderness in the clothes.

Feathers are sacred gifts from God, a manifestation of power from heaven that listens to your prayers, wishes, and desires. It is a symbol of acknowledgment, that someone or something in the spirit world is looking out for you, keeping you safe and empowering you to take whatever path you take.



Fig 7 Implementation of the concept plan of the second design



Fig 8 Implementation of the application plan of the second design



Fig 9 Conceptual and practical design set of the second design

In the third design, inspired by the symbol of peace (three lines and a circle) and the use of feathers as the bird of peace, a long dress is designed that requires specific properties for use. Regarding the choice of color in this look, it can be said that because green is in the middle of blue and yellow and it is a combination of these two colors, it covers the earth with light, and the particles of water and air are released in the space, and green color is created. Green represents satisfaction, peace and hope. Green color is a combination of knowledge and faith. When green turns yellow, it creates a feeling of youth and spring energy. Forms have both sensory and mental value. Form and color reinforce each other's concept and expression. Therefore, in design, the role

of form should be considered in addition to the role of color. In this design, circular and oval forms are used, which are in the same family in terms of form. The circle represents a stable and circular movement. Also, in the drawing of feathers, a triangle shape is used, which is equal to the characteristics of yellow color. In this design, vertical lines are used, which has the effect of standing and endurance, elevation, calmness, stability, dignity and elegance. The warmth of the vertical line corresponds to orange and yellow. Here, expressive and penetrating lines are used in straight and curved ways, which are used to create structure and stability of the design. These lines are seen stronger than other lines and play an important and effective role in clothing design. Regarding the use of the concept of this design, as well as in the future designs, it can be seen that feathers have been used abundantly in this collection. Feathers in fashion have been a part of human history for centuries. It may seem obvious, but much of the symbolism associated with feathers in culture and fashion is rooted in the association of feathers (and birds) with the sky and the concept of ascension, freedom, and truth. The pigeon is also known as one of the oldest symbols of peace and has been used in all cultures since ancient times and has been used as a symbol of peace. The next concept used in this design is the symbol of world peace in the form of three lines and a circle, which is simplified and included here with a slight change in its original design. In general, it can be said that this dress is more conceptual and can be used in special celebrations and ceremonies.



Fig 10 Implementation of the concept plan of the third design



Fig 11 Implementation of the application plan of the third design



Fig 12 Conceptual and practical design set of the third design

In the fourth design, the dove of peace symbol is used. The story in this design is that this dove is in the middle of the dress and has spread its feathers and is ready to jump to the top, and since the dove is a symbol of holiness and purity, it carries a message from the earth to the heavens. Regarding the shape and lines of this design, we can briefly say that the square shows stillness and peace, the triangle shows thought and movement, and the circle shows the concept of soul and spirit and eternity. It is not an easy task to make pure purple, which is formed from the combination of red and blue, because it always leans towards red or blue. It is not so easy to recognize this color. Purple is the opposite of yellow in the color wheel and creates strong contrasts with it. Yellow

represents intelligence and knowledge, and against it, purple represents ignorance, lack of control, cruelty and difficulty. When purple is in contrast, sometimes it threatens and sometimes it is encouraging and hopeful. Purple in the color circle shows religiosity. When the purple color is bright, it is a sign of sanctification that will enchant us. Red purple is a sign of god's love and spiritual dominance. There are many purple flowers, among which yellow buds and stamens are placed, giving it a special effect. It is not an easy task to make pure purple, which is formed from the combination of red and blue, because it always leans towards red or blue. It is not so easy to recognize this color. Purple is the opposite of yellow in the color circle and creates strong contrasts with it. Yellow represents intelligence and knowledge, and against it, purple shows ignorance, lack of control, cruelty and difficulty. When purple is in contrast, sometimes it is threatening and sometimes it is encouraging and hopeful. Purple in the color circle represents religiosity. When the purple color becomes bright, it is a sign of consecration that will enchant us. Red violet is a sign of god's love and spiritual dominance. In this design, arced and curved lines are used, and small arcs in the curved line can express the visual dynamics of mobility and growth. In this design, rhombus and trapezoidal shapes are also used, which have a certain weight and can be a sign of thought and thinking, and their brightness is as bright as yellow. Regarding the concept of this design, which is the gift of peace and friendship to the world, the symbol of peace is used, but with small changes, a triangle is used instead of a circle, which shows a certain weight and dignity in the result of the work.



Fig 10 Implementation of the concept plan of the fourth design



Fig 11 Implementation of the application plan of the fourth design



Fig 12 Conceptual and practical design set of the fourth design

3. Conclusion

Fashion is not conscious, and it exists every day in our lives and is one of the important elements in social life. Therefore, in this article, an attempt has been made to find a collection that takes into account the phenomenon of "globalization" to design clothing that is modern and attractive to the audience, and a symbol according to the cultures and social conditions around the world and bring peace and friendship to the whole world. In order to achieve this goal, the issue of peace was first examined and we achieved a general understanding of the cultures and human society of the world. Finally, by counting the things that lead to the globalization of fashion, we designed a collection that is practical both from the aspect of being peaceful and from the aspect of being noticed by the world. In addition, in terms of culture, society and environment, it does not harm the world, it can have a sense of security and peace with it.

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