The importance of creating an intelligent wardrobe uniting concepts of architecture and fashion to facilitate the hectic life of big cities

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ABSTRACT
The present work is based on joining two strands, which are fashion and architecture in order to create an innovative model of closet that can deliver to people who are living with their schedules full of commitments, dividing itself between various commitments. In an analytical way, there is research into the changing behavior of today's society and how image influences the way people are viewed by others. It brings as a point of connection the profession of personal stylist, how it has grown and how important it is in the current situation of natural resources being depleted - the fashion industry is one that generates more waste and pollutes the environment. After the theoretical presentations, there is the result of the creation of the authors in the form of a closet that that seeks to organize and facilitate the life of a person who has a busy life and needs to be well groomed.

Keywords: closet, personal stylist, organization, society's behavior.

1 INTRODUCTION
The image reflects on the way people see us. Many situations can be triggered, as the symbol interpreted by society, through clothing. According to the website gauchazh.com³, Brazil only started to worry about fashion in the 70’s, in comparison to American and European, who already worked and developed the industry since the beginning of the XX century. After the Brazilian interest in the fashion industry, some factories showed up with the interest of produce in scale, outside designers and so on. On this assumption, it is visible how fashion started to be part of social life. Far from being only a clothing attribute, used only for climate protection or decency - which is why the invention of clothes had its beginnings. “Fashion is a moving reflection of what and how we are” affirms Ohara (1992, pg. 9)
And complements:
Clothing was always used as a social instrument to show wealthiness and social position, the same way that the rejection of social symbol sends other messages. Clothing can reveal our priorities, aspirations, liberalism and conservatism. They try to satisfy emotional needs, simple or complex, and can be use in a conscient or inconscient way, to send sexual messages, smooth or directly. They lend elegancy and color to our environment and shape our feelings. They are the first and last word of the fashion language” (OHARA, 2000, pg. 9)

From another optic, a big part of society, despite conspicuously consuming fashion, i.g., doing it just to display and to be inserted in a specific social group or, to be recognized for a financial standard of living that is not really true. It resulted in characterizing this market in a frivolous and meaningless way.

Carvalhal (2016, pg. 75) exemplify in a proper way, this matter when citing that every profession has a greater purpose than simply your raison de faire. He cites the medicine, engineering, education and law as important for society’s needs, in other words, everyone needs to be cured if sick, needs to have a place to live, which can be made by an engineer, must to be educates by someone with the capacity of teaching and is, at some point in his life, tended by some legal professional. But, what about the fashion professional? The shortage of other areas can even be put down by the previously addressed question of having been charged as futile?

Adding:

If comparing fashion with these other careers, we could get to a conclusion that making clothes would be less than the fruit of all those professions. Afterall, people need health, living, education, and so on. But only one look around is necessary to see that there are too many clothes around the world, realizing many future generations (this counting on donations to those who don't have them), isn't it? (CARVALHAL, 2016, pg.75)

And the big mass consumer of fashion fed itself with the advent of the Internet, in a way the diffusion of information became possible for all age groups, every social class, breaking the barrier of someone whom a decade ago could only access these information if being a part of a privileged niche of high fashion with exclusive events, runways and information.

Faccioni (2012, pg. 102) affirms that “the internet is affecting the consume behavior of all the people in the world”, and adds that the evolution of this system changes people's consumption behavior continuously in a profound way. The author also says that: “these technologies will promote a profound revolution, which will be impossible to know for sure how it will affect the fashion world. One thing is certain: everything will move faster. Behaviors will be more segmented, with a shorter lifetime. The intercommunication of social media will modify the way that people relates with organizations.” The last assumption is a reality lived by every society connected to fashion, I think
everyone with a social media account, is bombed 24/7 in a marketing format acquired over the last ten years through digital influencers.

This people are not, necessary, a role model but they charge a certain amount of value over the publicity of the brand, through “charade posts”, in their social media. The amount paid is infinite smaller than in some cases compared to great ciphers of national and international models. Therefore, people bring other people to fashion, who identifies with the lifestyle and the way of thinking and acting, which turns into consumption of products and services from the influencer. Those brands started to guarantee a certain type of personality, because they embodied organizations, bringing them a more human aspect, as if they could be a part of the circle of friendship of whom they identify themselves, cite Carvalhal (2016, pg. 86).

In a psychological movement, people see themselves determined to consume some type of products/services to belong to a specific group or to show some type of attitude, where the: clothing, accessory and service is a social distinguisher. Such as it was in the beginning. People want to appear to be. Want to appear to have and, most of the times, make efforts beyond their physical and financial possibilities.

2 HOW PROFESSIONS SUCH AS PERSONAL ORGANIZERS AND PERSONAL STYLIST HAS BEEN GAINING HEADWAY

There was a time where there were rules in fashion, where you could only use a shoe that would match with your purse and belt. Your makeup should match the tone of your clothes. You could not wear glitter before 6 p.m. Jeans could never be worn with a more refined blouse, among other fashion situations. At this moment, everything is allowed. And each situation can have its glory moment, or leave those who use it inappropriately to ruin, depending on points to be analyzed by highly qualified professionals with scientific baggage - remembering that fashion is a science of the Human area and therefore, it is not exact. But, with professionals with an acute aesthetic sense, with information acquired in specialized courses and continuous recycling, because the fashion world is ephemeral and changes every moment. Mainly by the contribution of an accessible internet, as we said in the last chapter.

Carvalhal, (2016, pg. 87) cite the benefits if there were no rules in the fashion world and how the companies result would not be impacted in case their products were strong and interesting so that they had connections and connections with their brand. Remembering, as we cited in the last chapter, people seek for similarities with the brands more than the clothes themselves.
And about those people, affirms:

The people... oh, the people! They would be freer to choose by affinity, not by rule. To feel the clothes and its sensations. Would bring out of the wardrobe, only their truths. Would use the clothes to only communicate in a conscient level, to send messages and reinforce their identity. I guess that the necessity of an authorial fashion is not only for brands, is also for the people— if the brand understands that must serve them (Carvalhal 2012, pg. 87).

According to Mendes (2010), the professional of image consultant or personal stylist have been receiving higher demands to act in the corporative world, because its image valorization does not only exist in the fashion world. “If image is everything, everyone should care for it” said Mendes. However, although that image is the great concern, another aspect is impacting big brands and people who are more engaged to it that is he sustainability.

After a long time of fast and endless consume, with worlds nonrenewable resources fading little by little, this being a scenario where society lives for a long time and are not able to measure:

Holding on to conceptual formulation, it is possible to recognize consumption in a historical context. However, it is a new social phenomenon, its unfolding is millennial. According to Portilho, the critics towards consumption are not exclusive of the 60’s decade, because there is a debate between luxe life and spartan life (FILHO, 2008, pg. 83)

All this abundant aura versus waste is a cultural system which crosses centuries and centuries of existence. Filho (2008, pg. 84) points out that some studies affirm that from an early age there were no shortage or consumption exclusively directed to subsistence. There was a lot of abundance in a conscient ad willing way; since the stories from the bible, highlighting gluttony and excess consumption.

Crossing the timeline, we have some authors as Thorstein Veblen, creator of the term “Conspicuous Consumption” in the beginning of the XX century, affirms Filho, (2008, pg. 16). This consumption origins from an acquisition to be unique and simply to show luxe and wealth, in order to display status, according to Siqueira, 2006. This a type of consumption that covers a big part of fashion consumption, because people wants to show – and that’s not a general assumption – what they are not, against the matter that can be defined as “to show the best part of yourself”. That would be more real if there were not a growth of more consuming and needing people of things that are not material.

A big part of this situation has a marked data, as describes Filho:
Since the Second World War and the ascension of a strong consuming society in the United States, concepts as planned obsolescence, marketing and disposable products have given new formats to world consumption relations, fixing consumerism as a capitalist entity. At the same time, the environment damage caused by the productive system to attend the massive demand of goods, contributed to the species extinction, water source commitment, the soil contamination and the destruction of ecosystems. The environmentalism would come to would come to add up to the entities that searched to stop or to discipline politics and consumer behavior (FILHO, 2008, pg. 17)

Therefore, also in the fashion scenario, new politics of consumption as the Fast Fashion, which is the concept of quick fashion, i.e. fashion that can also be called as copy industry, which was powered by the industrial revolution, by the introduction of sewing machines and factory work, according to Avelar (2011, pg. 73). Thus, the work of the image consultant is necessary nowadays, because you’re wrong if you think that to be well dress and promoting the best image of yourself, you need to buy a lot and to pay a lot for it.

A personal stylist or an image consultant is responsible to promote what’s best physically in their costumer and to disguise something unpleasant. In deeply words, he works in the costumer’s self-esteem, posture and way of living, either particular, familiar, in the circle of friends or business. The last one, responsible for driving a big part of woman life in present time, who work two shifts.

A professional of this area can help a lot more than only working in the image. He can help with organization and planning in a way that the person feels more confidence to conquer their goals. A personal organizer, can work together with the objective to bring with the organization, the practicality to optimize the activities and the routine great tormentors of the tranquility and quality of life of modern society.

3 CONCLUSION – CREATION OF AN INTELIGENT WARDROBE UNIFYING ARCHITECTURE TO FACILITATE THE ROUTINE

With the evolution of fashion and, therefore the use of clothing, an item that became indispensable to people at home, the wardrobe. Nowadays, the furniture industry has many options to adequate the lifestyle of the users, can be open, closed, just hangers, just drawers, just shelves, can be a whole room like closets, a multitude of alternatives. In counterpart the hectic life takes care of the population and the practicality has been more required in the routine. People don’t want to waste time with trivialities, such as searching clothing to wear in the morning.

This article has as objective, to develop a closet/wardrobe that facilitates the individual routine, that makes it easier to find and keep the clothes again. In an interview made with the image consultant Karina Tânia dos Santos Viena, she affirms that to increase the practicality when choosing an outfit is
the clothing disposition, that is necessary to have a complete visualization of everything that is saved. Therefore, a found solution was to develop a closet where the pieces could be hanged in its majority and some drawers for intimate clothes and accessories (fig. 1 e 2)

![Figure 1 – Vision of the Closet](image1)

Source: Own authorship

Figure 2 – Detailed view of the accessory drawer

![Figure 2 – Detailed view of the accessory drawer](image2)

Source: Own authorship

It was concluded that a modular closet would be the best form for the client to better organize, we create three modules: one module for pieces of clothes, as shown in the figures above (fig. 1), it contains the hangers that facilitate the visualization of the pieces and one drawer for intimate parts and accessories (fig. 2). One module for shoes (fig. 3) where the drawers can come forward,
amplifying the visibility of the peers, ending one module to separate the looks of the day or week (fig. 4), developed so that the client can separate the pieces she will use the next day or during the week, facilitating the process.

Figure 3 – Module Shoemaker

Figure 4 – Look of the day module
REFERENCES


