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Task 1 - Manifesto Writing = 538 words

Task 2 - Semiotic Analysis = 446 words

Task 3 - Practice-based writing = 516 words

Task 1 - Manifesto Writing - 538 words

Manifesto of Secondhand Clothes

1. I only buy clothes when I need them.
2. I do not purchase clothes from stores that plagiarize the ideas of other creators.
3. I buy most of my clothes secondhand.
4. I do not follow a style; I create my own.
5. I always check the label to avoid synthetic materials.
6. I do not throw away clothes; I resell or donate them.
7. I repurpose old clothes to create something new.
8. I save money by buying secondhand clothes.

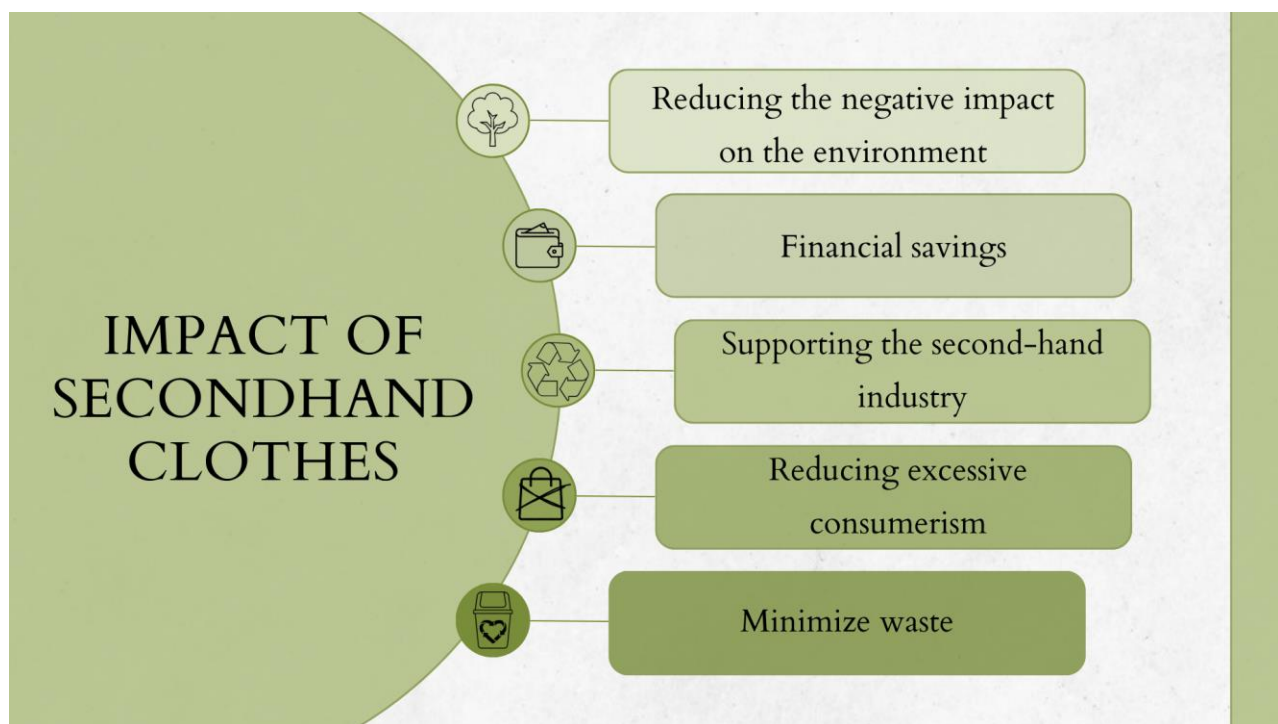


Fig.1 mind map

Environmental Impact Mitigation: The manufacturing process of new clothing consumes natural resources, emits carbon, and generates waste. By choosing secondhand clothing, we actively participate in reducing the environmental impact of garment production.

Financial savings: Acquiring secondhand clothing proves to be more cost-effective compared to procuring new items from retail outlets. This approach results in financial savings.

Supporting the Secondhand Industry: Choosing secondhand clothing supports the burgeoning secondhand industry, stimulating employment opportunities and fostering an economy with an enhanced capacity for recycling and reutilization.

Reduction of Excessive Consumerism: Fast fashion and extensive purchase of new clothing increases manufacturing demands. By selecting secondhand clothing, we diminish the need for new products.

Minimize waste: When we obtain used clothing, we significantly contribute to the reduction of garments ending up in landfills. Garments that remain in good condition are reintegrated into the consumption cycle, promoting a more sustainable and conscientious practice.

In the modern world of fashion and consumption, we see how our choices affect the natural environment. Fast fashion, known for making and buying lots of new clothes quickly, has become common, but it harms the planet. *“Each stage of a piece of clothing’s life – production, consumption, disposal – carries environmental damage.”* (A. Denisova, 2021, p. 13). This manifesto aims to highlight the importance of buying used clothes to create a greener and more responsible future. Young people need to be aware of the problems caused by fast fashion, including the consequences of purchasing an excess of clothing beyond our needs, which *“encompass the efficient or inefficient use of water, energy and soil, and carbon dioxide (CO₂) emissions into the atmosphere.”* (A. Gwilt, A. Payne, E.A. Ruthschilling, 2019, p. 29) Teaching this is essential because it helps shape their attitudes and shopping habits from an early age. Introducing school programs about this topic is necessary to change how we think about and approach fashion.

We should not feel bad about buying used clothes. Instead, we should be proud that this choice gives clothes a second life, saves money, and keeps these items out of landfills, where they would harm the Earth. This approach helps the environment and shows that we support sustainability and make a positive impact. It is time to realize how powerful secondhand fashion is and how it can create a more responsible and eco-friendly society.

Moreover, it is not just about where and how often we buy clothes; it is also about what our clothes are made of. Many clothes, often made from synthetic materials “*are characterized by the peculiarity of releasing microplastics into the water*” (G.M. Conti, L. Macrì, M. Motta, C. Vezzoli, 2022, p. 118), subsequently causing substantial environmental effects.

In my opinion choosing more expensive clothes made from high-quality materials may seem like a big initial expense, but it is an investment in long-lasting items. Primarily they endure through time. On the other hand, buying cheaper, low-quality clothes may seem cost-effective, but they often disappoint. After a few wears and washes, they lose their shape, color, and appeal.

When we prioritize quality over quantity, we reject the throwaway fashion culture. It is a statement of mindful shopping that values timeless style, durability, and eco-friendly materials. Together, we can make a significant impact by embracing sustainable fashion.

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List of Figures:

1. Fig. 1 mind map, 2023 (own creation)

Task 2 - Semiotic Analysis - 446 words

Oreo

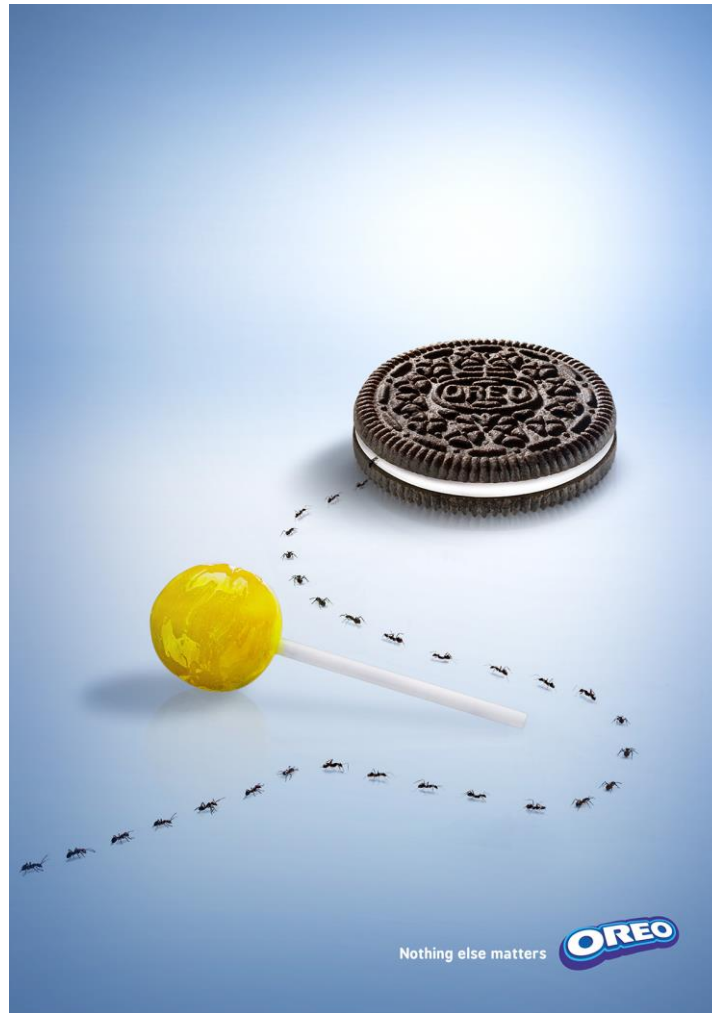


Fig. 1 Oreo ads, 2015

Oreo, a cookie brand recognized worldwide, has entrenched itself as a global favorite among consumers. Renowned for their delectable taste and iconic brand image, Oreo's marketing methods always use new and interesting ways to attract different people as *"selection of information is subjective, as some people are more selective than others"* (M. Epure; L.C. Mihăeș, 2019, p. 7).

The 2015 poster's semiotic analysis unveils a captivating scene against a light blue background. On the poster, we observe ants marching in a line, initially heading in a specific direction. Along their path lies a glistening golden lollipop, which would typically be an appetizing treat for the ants. However, the ants bypass it from the stick's side, continuing on until they encounter an Oreo cookie, which they ultimately turn towards to taste. The concise text "Nothing else matters; OREO" positioned at the bottom right of the poster perfectly encapsulates the situation depicted in the poster.

Based on this poster "*when we read an image, we are imposing a consecutive narrative structure onto it [...]*" (V. Rutledge Shields, D. Heineken, 2002, p. 54). What unfolds in this visual narrative tells us that the appealing lollipop is not at all enticing for the ants; in fact, it is quite repellent, as the ants go out of their way to avoid the sweetness. As they follow the new course, initially passing by the Oreo cookie without paying attention to it, they eventually turn towards it to taste its flavor. The behavior of the ants suggests that the attractive treat is an Oreo cookie and not a certain candy of an unknown brand. The ants, which can be interpreted as a metaphor for people, reflect food preference choices.

The redirection of the ants towards the glowing Oreo encapsulates a transformative shift, indicating the cookie's compelling magnetism. It subtly emphasizes Oreo's ascendancy as the preferred treat, overshadowing the traditional sweetness offered by the lollipop. The poster subtly emphasizes Oreo's supremacy as the top choice, capturing the core of consumer preferences and strengthening the brand's inherent popularity, using "*these conventions to develop stereotypical promotional messages that corrupt the mind [...]*" (E.C. Alozie, 2010, p. 2) particularly among children, imposing the idea that only their products hold significance.

Through this basic graphic, Oreo's advertisement echoes a powerful message. It champions innovation and creativity, portraying the brand as a pioneer in consumer preference. The captivating visual story highlights Oreo's irresistible appeal, confirming its position as the favored choice among consumers worldwide. In today's market context, "*A brand is a sign that identifies, transforms and gives values to subjects and objects by producing various possible meanings*" (Marrone & Mangano, 2015; M. Epure; L.C. Mihăeș, 2019, p. 52).

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List of Figures:

Fig. 1 Oreo ads, 2015 Accessed: <https://www.behance.net/gallery/14775477/Oreo-Nothing-Else-Matter-Print-Advertisement/> (Accessed on 28 November 2023)

Task 3: Practice-based writing = 516 words

Clothes=Identities



Fig. 1 clothes styles with text "clothes = identities"

Identities refer to the traits, beliefs, interests, experiences, and affiliations that shape who we are as individuals or groups, distinguishing them from others. They encompass various aspects including psychological, social, cultural, gender, ethnic, national, and religious dimensions, developed through relationships, life experiences, and self-identification. Nevertheless, "*Our identities are not the expression of our 'nature' they are a performance in culture*" (W. Osgerby, 2014, p. 5). Especially among younger generations, these choices play a crucial role in shaping and preserving a distinct public identity.

Our identities are shaped by our actions, decisions, and interactions within a specific culture, not solely determined by inherent traits. Identity is dynamic, evolving, and subject to change based on our social and cultural environment.

Clothing frequently acts as an expression of our identities, enabling us to visually express our values and beliefs. The choice of clothing and personal style significantly contributes to forming our social identities, helping us differentiate ourselves and affiliate with particular social groups. Our clothing choices are often "*a manifestation of our inner selves which communicates or shares something intrinsic about us*" (M.E. Lascity, 2020, p. 49). Moreover, it is acknowledged that "*clothing can help stabilize or control our identities and how others see them*" (M.E. Lascity, 2020, p. 57) which can reflect our cultural affiliations, interests, and lifestyle ethos. The interplay between music and fashion is also profound as "*Music gives meaning to fashion as fashion gives meaning to music*", (C. Allen, 2018, p. 109) highlighting the symbiotic relationship between these two artistic expressions. This symbiosis is evident in how music often influences our choices in clothing and personal style, playing a significant role in shaping our identities.

Clothing has a rich history, from primitive fabrics used by ancient civilizations to contemporary synthetic textiles and innovative production techniques. Nowadays, fashion has evolved, often becoming a way for individuals to express themselves and their uniqueness through clothing. In the design context, the creation of clothing comprises a wide range, incorporating a variety of preferences, needs, and the constantly changing fashion trends.

Understanding the essence of clothing as a means of personal expression is paramount. It signifies that clothing extends beyond practical utility; it embodies an avenue for individual identity, encapsulating each person's distinctive style.

From my perspective, clothing embodies more than an ensemble in a wardrobe; it represents a means of self-expression. Its diversity allows for artistic experimentation with style, amplifying personalities, and crafting a unique image. The personalization of attire emerges as a captivating form of self-expression, comparable to a personalized art form.

Reflecting on my younger years, I had worries about experimenting with styles or standing out among my peers. Nevertheless, with time, I abandoned those concerns. Presently, I dress according to my preferences without considering what others might think about my attire.

Fundamentally, clothes go beyond their practical role, serving as a platform for personal expression. Their development over time mirrors various personal identities. Recognizing their importance encourages freedom, enabling individuals to adopt their style without conforming to society's norms. Ultimately, clothing represents the complex relationship between personal identity, self-expression, and the continually changing fashion landscape.

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List of Figures:

Fig. 1 clothes styles with text "clothes = identity" Accessed: <https://www.pinterest.co.uk/pin/944559721905139290/>
(Accessed on 22 December 2023)