

PRINCIPLES FOR THE DEVELOPMENT OF A NEW DESIGN FOR CONTRIBUTORS UNIFORM NETWORK OF STORES "LINELLA" THE MUN. CHISINAU

Victoria Danila, Stela Balan, Veronica Bîrca, Ana Ischimji

Technical University of Moldova, Chişinău, REPUBLIC OF MOLDOVA

Corresponding author: Victoria Danila, E-mail: victoriavasilecojocari@yahoo.com

Abstract: This paper aims to establish principles to develop a new corporate uniform design, taking into account that, at present, this attribute has become a prestigious recognition at national and international company. To achieve its purpose were carried out following activities: studying requirements imposed on the company to designs clothing products; analysis of working conditions of staff and services delivered; developing new models of uniform style accepted and recognized within the company, currently being style popular costumes. We resorted to select the most specific elements, which largely characterizing the given style, so that finally to obtain a series of original new designs. Thus, the methodology for developing designed models clothes for all employees, assuming adapting each product model fashion depending on the activity they carry out in-store employee. Uniforms proposed product is developed in strict correspondence with the whole set of requirements imposed, providing high quality, aesthetics and comfort.

Key words: principles, uniform, design, style popular, costumes, requirements

1. INTRODUCTION

Today we are witnessing a "fierce battle" of companies for clients, working every day to creating products that would attract demanding buyer.

Design a fashion product derives from technological, economic conditions, changes and developments in society needs and evolution of the art. All these factors directly influence the design and causes constant transformation. Thus, the latest technology means designing products for people with different social status.

Contemporary effort to explain the aesthetic presences and place clothing is a necessity products resulting from amplification process even human awareness, accompanied by all economic requirements of our age.

Everywhere, in our century is obvious concern that the product (uniform) intended to be practical and beautiful (a).

David Pye and other design professionals believe that such forms design is characterized by certain conditions such as:

- construction and formal logic to justify by reference to quality product with a specific use;
- the components the shape to be correlate geometric, according to the purpose for which the product is to be made;
- materials and structural elements of the form to be chosen with regard to the requests arising from the functions or uses parts;
- development and product procurement that does not involve excessive economic efforts;
- product so made to be as easy to use;
- product type design to provide maximum comfort and efficiency possible at that time;
- require minimum product costs for maintenance or operation.

In our opinion, the above idea would add, the interrelationship between environment and business, the product must meet the compulsory requirements for employee protection in the

workplace. Good design can not be defined, products are considered to have a good design combines qualities such as:

- utility;
- desirable aspect;
- easy;
- profitability;
- differentiation

The benefits of good design can be seen in products that are clearly differentiated. Differentiation can be made by consumer desires in new ways, by Product Excellence through some physical feature or by providing services related to goods

2. REQUIREMENTS FOR PRODUCT DESIGN CLOTHES

Among the products requirements imposed on is a tendency that they meet requirements hygiene, ergonomic, aesthetic, operational, functional, technical and economic in correspondence with their use.

Products must provide proper conditions of comfort, to have appropriate shapes and sizes wearer; seams aesthetic, soft, elastic, not traumatized skin tissue recipient; to have dimensional stability during the operation (wear and washing).

Requirements imposed by the uniform design firm are:

- to use the corporate colors of the network of shops "Linella": red and green;
- contain elements of national style, applying corporate ornament;
- be comfortable, and beautiful;
- to take into account the fact that winter team "Linella" must not freeze at work;
- and a final important aspect: the existence of several categories of employees - dealers, cashiers and consultants.

Vendors serving the refrigerators (food products, meat, cheese, etc.), Cashiers - serving the cash register, and consultants are those who take care of shelves in the room. Uniforms for them can be identical, but can also be different.

Therefore will develop products to meet business requirements but also to provide a balance between "function - form - structures" is a must to be taken into account when designing the products constantly. In this equilibrium,

- Function expresses its destination (purpose for which it is made),
- Configuration expressed as the sketch is a product of human labor as a commodity, and
- Structure expresses how willing the matter, the arrangement for its composition.

The design is such a demanding contemporary and aesthetic imperatives products improve the condition forces us to think that there must be synchronism between the tastes of those who opt for a product and tastes of performing product, but do not forget to protect employees of various risk factors [1].

In developing new product designs used clothing as required nominated miljoacele will offer some features that give them certain shapes, sizes, volumes, colors, etc. These are basic premises which is reflected throughout this process is finally admiring or insulting.

As a result of contact between man and product appear as a first form, outlined intuitive, aesthetic categories. Due to repetition, primary aesthetic reactions begin to take shape and, depending on the temperament and psychological structure of man, they are rational, conscious, begin to rank the categories.

3. DEVELOPMENT OF NEW MODELS FOR EMPLOYEES UNIFORM NETWORK OF STORES "LINELLA"

Taking into account that a requirement for employees prepare for the new network design shops "Linella", is to match style costumes were reviewed and selected the specific elements of this style of dress.

Developed with the forms of social life, folk Romanian [3, 4, 5] show that one of the cornerstones of this culture materials. Knowing his own character allows understanding of the Romanian people and contributes to the definition of ethnic specificity.

We propose to analyze the specific elements that largely characterized costume. The role that it has clothing in human existence; the traditional costume is a living document, decoding and analysis of the elements making up, being able to clarify important issues of ethnogenesis.

The specific elements costumes are shown schematically in Figure 1, parts for both men and women.

Thus, new models clothing is a product obtained as a result of actions by changes in the composition structure outside of the initial model. Develop string models are initiated by selecting the basic theme of the composition of the main model and determine the permissible means change and substitution in composition.

Any change in the product shall be in correspondence with the compositional model solution. It was found that the products have a certain compositional solution can change an element of the composition without affecting their quality, for other compositions these changes are unacceptable.

The study bibliographic showed that industrial production no concrete recommendations for appropriate changes in the compositional structure of the model to generate sequences of patterns.

Fashion design is a process that evolves according to the technical development and evolution of human society. In the fashion design process, experts groups established models of products are designed and presented to the public for sales and consumer behavior.

To ensure appropriate models to satisfy most consumers and most refined tastes should take into account the parameters used in creation [2], such as:

- destination;
- fashion line;
- proportion;
- balance;
- pace;
- focus;
- unit;
- color harmony;
- material used in manufacturing.

Solving the best conditions of the unity of form, structure and function is the determining factor in the aesthetics of industrial products. Introduction of good taste is the best selection and this is private and personal quality each individual creative work clothing.

So finally after careful analysis and study of all conditions, has developed new product design clothing that is uniform for staff network of shops "Linella". These in turn have harmonious folk elements in modern clothes and meet predetermined requirements (Figure 2).

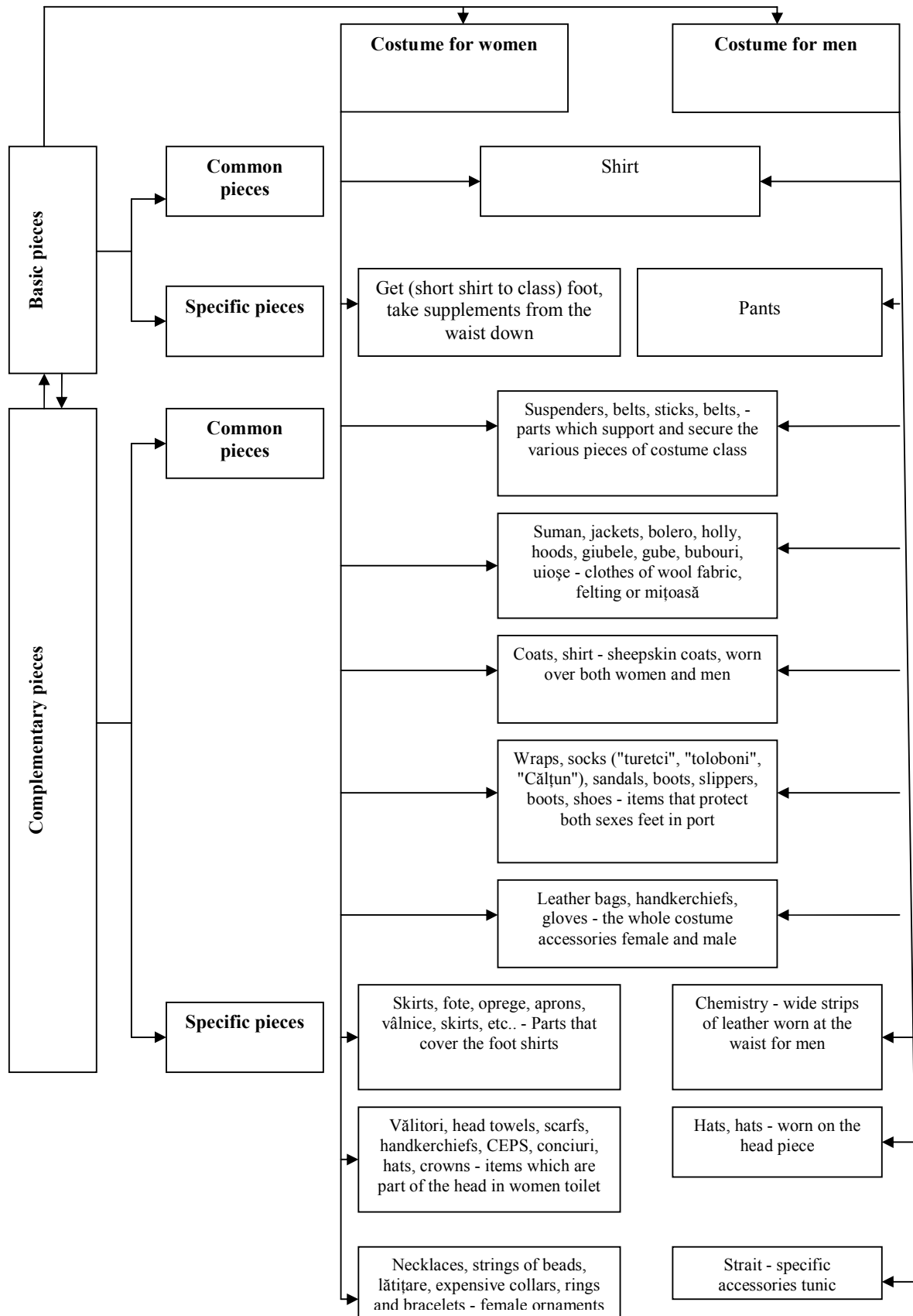


Figure 1: Specific elements popular port



Figure 2: Network design uniforms for employees of stores "Linella"

4. CONCLUSIONS

From the research conducted have established the ground in developing a new network design uniforms for employees of stores "Linella". From all this information we can mention that to meet the requirements of the company and the requirements they must meet uniform is necessary to take into account the purpose and functions that meets product, the product composition, of materials which are made and manufacturing technologies.

Designing clothing for employees is a difficult process and requires a thorough preventive study, because the garment must conform to both the employee and to meet product requirements, because it, in a directly or indirectly to promote activity they perform.

Function, form, structure, line, design, decoration, style, color, symmetry, proportion, harmony and contrast, are aesthetic categories by which we appreciate, in terms of aesthetic products.

Changing the development model means the production of new values and new quality criteria, involves finding new forms of economy and production, and involves major changes in lifestyle and daily behavior of each of us.

Designers can play a role "giving form" a world that is changing and "providing opportunities" new behaviors. The new design not only deals with the design objects in serial production, as did classic design, but dealing with a new relationship between humans and artificial world, a world consisting of a mixture of technology, information services, so close to humans that become second nature.

5. REFERENCES

- [1]. Mayer, A., (INRS), Garbowsky (IFTH) (2007). Le vetmments de protection, choix et utilization. *ED 995*, december 2007, p. 36 Available from: www.inrs.fr/default/dms/inrs/CataloguePapier/ED/TI.../ed995.pdf
- [2]. Nanu, A. (2007). *Artă, Stil, Cosum*. Editura Noi Media Print, ISBN: 978-973-7959-75-1, București
- [3]. Buzilă, V. (2011). Costumul popular din Republica Moldova. Ghid practic. Available from: <http://unesdoc.unesco.org/images/0021/002110/211085ron.pdf>, Accessed: 15/04/2012.
- [4]. Civilizație tradițională românească. Modulul I: costumul popular. Available from: http://www.unibuc.ro/uploads_ro/48384/1328/CIVILIZATIA_TRADITIONALA.pdf, Accessed: 25/04/2012.
- [5]. Folea, I. (2009). Descrierea costumului popular românesc. Available from: http://www.banaterra.eu/romana/files/costum_popular_romanesc.pdf, Accessed: 05/05/2012.