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## MODULAR FASHION – CREATIVE DIRECTION OF THE FASHION INDUSTRY

FLOREA-BURDUJA Elena, CANGAS Svetlana  
Technical University of Moldova, Chisinau, Republic of Moldova  
[elena.florea@dtf.utm.md](mailto:elena.florea@dtf.utm.md), [svetlana.cangas@dtf.utm.md](mailto:svetlana.cangas@dtf.utm.md)

*The fashion industry is facing increasing pressure to adopt more sustainable practices throughout its supply chain. This revolution in thinking is fueled by concerns about climate change, the consumption of natural resources and poor working conditions around the world. However, implementing sustainable practices can be expensive and complex, and in some cases, this leads to a loss of originality even at the design stage. The paper presents the analysis of the process of creating a textile from modules, followed by its realization, with an emphasis on identifying the main stages. This analysis seeks to provide a deeper understanding of the potential and applicability of modular fashion in the modern textile industry.*

**Key words:** sustainability, durability, modular element, transformation

### INTRODUCTION

Modular fashion is an approach to fashion design that focuses on creating clothing items that can be combined and adapted in a variety of ways to create different looks and styles [1]. These items are designed to fit together in a harmonious way, allowing wearers to customize their wardrobe according to their preferences and their needs of the moment. Ideally, modular fashion promotes sustainability and minimalism by offering versatile items that can be worn in multiple ways and stand the test of time. This approach can help reduce overconsumption and promote more environmentally and resource-conscious fashion.

There are several directions in which modular fashion can evolve to become even more sustainable and relevant to consumers. One of these is the use of sustainable materials and ecological production processes in the creation of modular clothing. This may include the use of recycled, organic or renewable materials. Another important direction is the development of innovative design techniques that allow the creation of modular clothing items that are versatile and easy to combine to create a variety of styles. This may involve the use of innovative fasteners or attachments, as well as designing items that can be worn in multiple ways or that adapt to changes in the wearer's tastes and needs.

### PURPOSE

The purpose of this study is to analyze the process of creating a textile from modules and to identify the main steps that facilitate its realization. Therefore, the aim is to understand in detail how the modules are integrated and assembled to form the final product. Thus, it is intended to provide a comprehensive perspective



on how modular fashion can be implemented and utilized in the contemporary textile industry.

### RESULTS AND DISCUSSION


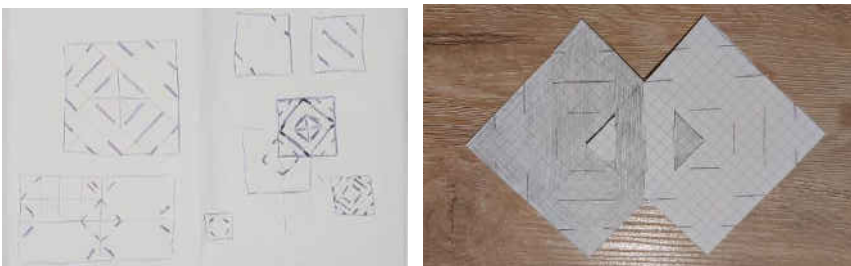
Modular fashion is an approach to the production of accessories and garments using vector graphic design of bidimensional laser cut modules. This approach allows the creation of garments and accessories that are composed of individual modules, each with a distinct form and functionality, but which can be combined and assembled in a variety of ways.

Using vector graphics design and laser cutting technology, the modules are processed with precision and efficiency, ensuring both high quality and maximum flexibility in the production process.

Table 1 shows the stages of creating a modular textile [2].

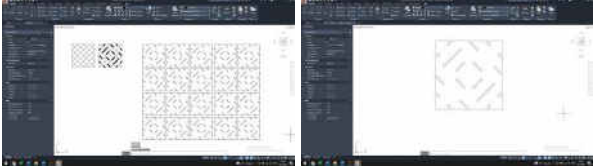


**Table 1**

The stages of creating modular textiles

No	The stages of the process, description
1	2
1	<i>Inspiration</i>
<p>The source of inspiration can be any aspect of nature or everyday life: natural landscapes, flowers, animals, architecture, art, cultures, emotions, traveling people, music, literature, fashion, technology or even simple moments of silence [3-5].</p>	
	
2	<i>Design of the paper</i>
<p>Drawing and crafting modules by hand takes time to do accurately, from the initial sketching of the modules to their verification. If the result is not satisfactory, the process may need to be started from scratch.</p>	
	



**Continuation to Table 1**

1	2
3	<i>Design in the software</i>
<p>Computer-aided drawing involves copying and multiplying the initial modules created from paper, using specialized software. This process digitizes and optimizes the process, providing greater precision and efficiency in module reproduction. Also, the use of software allows for easier exploration of various design variations and adjustments, adding an additional level of flexibility and creativity to the creative process.</p> 	
4	<i>Laser cutting</i>
<p>The cutting process is a very important one. Felt of two colors (white and black) was used as material. Felt can be made of natural fibers such as wool or animal fur, or from synthetic fibers such as petroleum-based acrylic or acrylonitrile or wood pulp-based rayon. The dimensions of the felt are 200x101x0.4 cm.</p> 	
5	<i>Assembly of modules</i>
<p>Assembly is the simplest and most distinctive step of the process. The model made can be incorporated into the creation of a clothing product or can be used as an integral part of an accessory. It consists of well-assembled elements and a qualitatively made geometric ornament.</p> 	

Due to the thickness of 4 mm, these models can only be used as decoration elements inside a room (decorative floor or wall carpet, textile component for a lamp, etc.) Also, this model can be used as a notebook, tablet or book cover. To insert the models into clothes, it is necessary to use another type of material.



## CONCLUSIONS

Modular fashion is a creative direction that can promote a more sustainable lifestyle by offering items that are more durable over time and do not go out of fashion as quickly as traditional clothing items. This can help reduce overconsumption and promote more sustainable and conscious fashion.

This production method also allows designers to create items with complex shapes and details without being limited by the technical constraints of traditional manufacturing techniques. By using two-dimensional modules, modular fashion encourages creativity and innovation in fashion design, allowing designers to experiment with new shapes, textures and patterns.

In addition, this approach can help reduce material waste and optimize the production process, thus promoting a more sustainable and resource-efficient fashion industry.

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## FLOREA-BURDUJA E., CANGAŞ S.

### МОДУЛЬНА МОДА – ПРЯМИЙ КРЕАТИВНИЙ СПОСОБ ПРОМИСЛОВОСТІ

*Індустрія моди стикається з дедалі більшим тиском щодо впровадження більш екологічних практик у всьому ланцюжку поставок. Цю революцію в мисленні підживлюють занепокоєння щодо зміни клімату, виснаження природних ресурсів і поганих умов праці в усьому світі. Однак впровадження стійких практик може бути дорогим і складним, а в деяких випадках це призводить до втрати оригінальності навіть на етапі проектування. У роботі представлено аналіз процесу створення текстильного виробу з модулів з подальшою його реалізацією, з акцентом на визначенні основних етапів. Цей аналіз спрямований на глибше розуміння потенціалу та застосовності модульної моди в сучасній текстильній промисловості.*

**Ключові слова:** *стійкість, довговічність, модульний елемент, трансформація*