

REINTERPRETING TRADITIONAL MOLDOVAN STYLE: ADAPTING COSTUMES FOR HOTEL SERVICE UNIFORMS

Maria MUNTEANU^{1,2}, Angela SCRIPCENCO², Ramona BUDEANU¹, Antonela CURTEZA¹,
Elena FLOREA-BURDUJA^{1,2}, Cezara-Patrisia LAZAR¹

¹ Gheorghe Asachi Technical University Iași, România, ²Technical University of Moldova, Chișinău, R.Moldova
maria.munteanu2@student.tuiasi.ro

Abstract. *The paper is based on the research and analysis of uniform garments with decorative elements in traditional style intended for hotel employees. Topic relevance: the national development strategy "EUROPEAN MOLDOVA 2030" prospers and resilient, sets up the main pillars of the national economy for continuous development. Among the priority directions is local and international tourism, as a strong source for strengthening the country's budget. Hotel services are among the first points of direct contact with the country's guests, and create impressions not only about the host hotel and restaurant, but also about the entire country. In this context, the uniform of hotel employees must be beautiful, attractive and informative and to convey to the guests a message full of respect for traditions, hospitality and quality of services. The targeted subject are the hotel employees. The aim of the study is to develop the hotel uniforms with decorative elements inspired from national style for the promotion of traditions at the local and especially at the international level. In this context, the following objectives are summarized: analysis of the uniform product segment on the market of the Republic of Moldova; analysis of the ornaments used in the traditional Moldavian costume, choice and stylization, and the development of a collection of uniform for the hotel reception sector inspired by the elements of the national costume; reasoning for the selection of the textile materials; engineering approach in the design and diversification of the hotel uniform; elaboration of design documentation for hotel uniforms; development of the manufacturing technology of the designed products; 3D simulation of the designed products, as well as validation of the results by their practical realization. The research results are materialized in the collection which consists 5 types of women's clothing: 1e type blouse, classic shirt with flared sleeves towards the end, straight side skirt, classic trousers with high waist and flared end, 1e type dress with a frill at the end, a woven belt is proposed as an occasional decorative element. The collection is designed as a capsule, so all products can be combined with each other, achieving a new look every day. Traditional embroidery was proposed as a decorative element for all products. In the development stage of the embroidery, the design of the national campaign "Be our guest" was taken into consideration. The "Tree of Life" ornament was stylized for this campaign and has become a national symbol of the Republic of Moldova, later widely used for advertising purposes.*

Keywords: *decorative elements, uniform, traditional style, embroidery, ornaments.*

1. INTRODUCTION

Uniform products are articles of clothing designed to be worn by members of a particular organization, institution or team, with the aim of creating a common identity and establishing a visual distinction between them and the others. The concept of uniform can vary depending on the context and the specific needs of the organization or group for which they are intended. Here are some ways in which the uniform can contribute to the promotion of a company's values and its positioning on the market: representing the company's values; consistency and cohesion; easy identification; promotion of the brand; differentiation on the market; professional impression. Since the hotel industry does not have a uniform for its staff, we came up with a proposal to introduce uniforms for front desk staff with decorative elements inspired by traditional style. This is the staff who has the first direct contact with customers. By carefully managing the fashion aspects of uniform, hotel brands can strengthen their position on the market and develop a strong and long-lasting relationship with their customers.

2. ANALYSIS OF THE ORNAMENTS USED IN THE TRADITIONAL MOLDAVIAN COSTUME

The national Moldovan costume is rich in ornaments and symbols that reflect the history, culture and traditions of the regions. One of the representative elements of the traditional costume is the blouse *Ie* (Fig. 1), decorated with embroidery. Ornaments vary in different regions of the country and represent the identity of the community of people living there.



Figure 1. National traditional blouse *Ie* [1]

The ornaments used in this costume are often inspired by nature, religion and traditional symbols [2]. Nowadays, implementing the elements of national costume in modern clothing design of usual clothes and uniforms, where national identity is quite important, became popular [3,4,5,6]. The national symbol 'Tree of Life' was chosen as the object of this study, with the multitude of stylized variants of it found in embroidery schemes from different areas. This shows that this symbol has been researched and documented more intensively, by a number of studies such as museographies and ethnographies. As proof, there are numerous embroidery plates presented by Varvara Buzilă [2].

The creation of the ornaments and the realization of the embroidery scheme for the designed products was carried out in the "Cross Stitch Professional Platinum" software [7]. This software is dedicated to cross-stitch embroidery enthusiasts and designers of clothing decorated with embroidered embellishments. Figure 2 shows the cruciform ornament of the "Tree of Life" symbol intended for the ornamentation of the products in collection. The created ornament is placed centrally on the upper part of the front marker of the women's blouse, embroidery on prototype was made by hand but it's could be done on semi automat embroidery machine in case of large implementation on production process.



Figure 2. The ornament intended to decorate the blouse and dress

Source. Designed by Maria Munteanu

3. DEVELOPMENT OF THE DESIGN DOCUMENTATION FOR THE HOTEL UNIFORM

The design of the hotel uniform collection is based on information regarding:

- ✓ Selection of the initial data necessary for the constructive design of the models.
- ✓ Drawing up sketches of uniform models for employees in the hotel field, namely the reception sector.
- ✓ Elaboration of construction schemes and description of the external aspect.
- ✓ Construction of the model patterns and their verification on the avatar's body in the CLO3D software.

It was applied the concept of capsule collection, so that each product can be combined with each other, obtaining a new look every day in the same stylistic way. The main inspiration was faced on Moldovan traditional costume as type of garments and their decoration. The research methodology is based on the morphological analyses of types of garments and selection of the most comfortable variants for required conditions of exploitation. The collection consists of 5 types of clothing products:

1. *Ie* type blouse;
2. the classic shirt with flared sleeves towards the bottom;
3. straight skirt with a centre fastening in the form of overlapping hem;
4. classic trousers with a high waist and flared to the bottom;
5. *Ie* type dress with ruffle on the bottom.

Selected models are presented on figure 3.

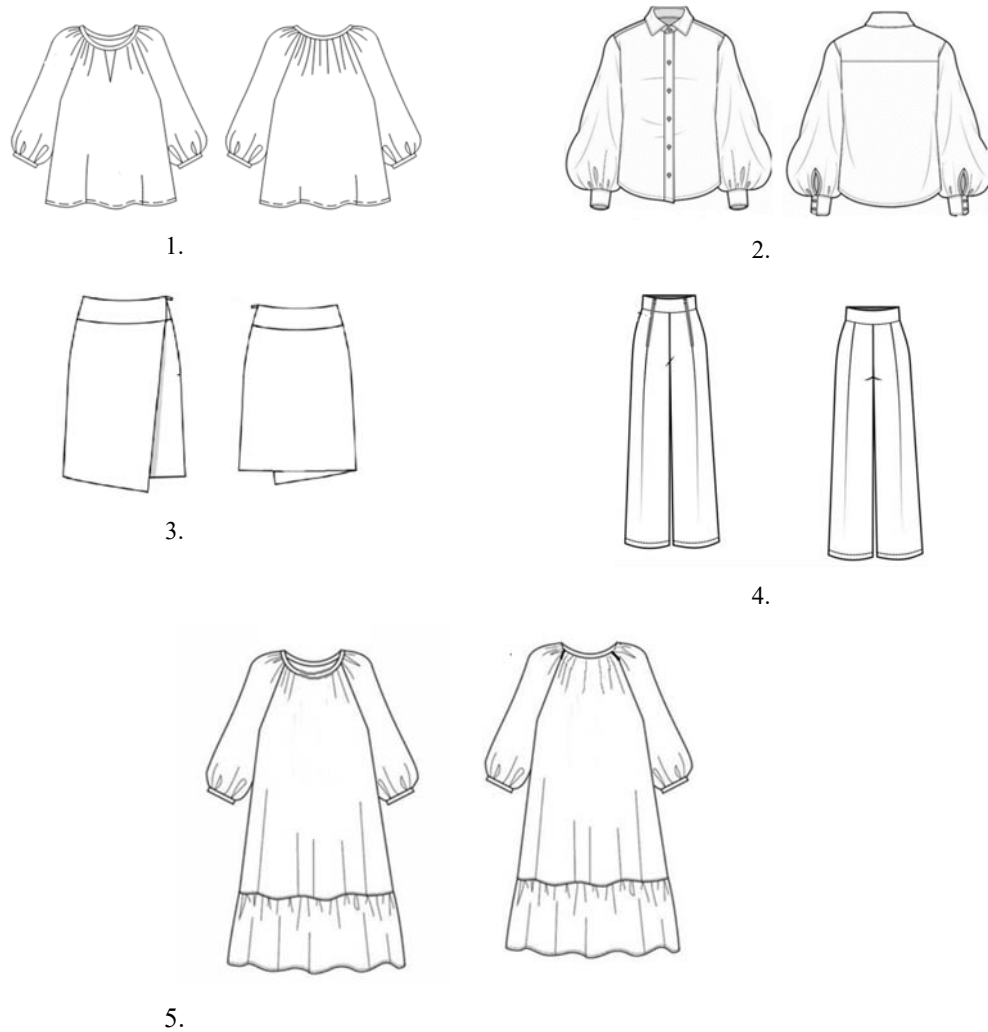


Figure 3. The sketches of collection uniform models for hotel employees in reception sector:

1. blouse type *Ie*;
2. the classic shirt with flared sleeves towards the bottom;
3. straight skirt with a center fastening in the form of overlapping hem;
4. classic trousers with a high waist and flared to the bottom;
5. ie dress type with ruffle on the bottom.

The design was developed from 2D to 3D modelling. Figure 3 presents the product patterns for *Ie* type blouse (fig.4).

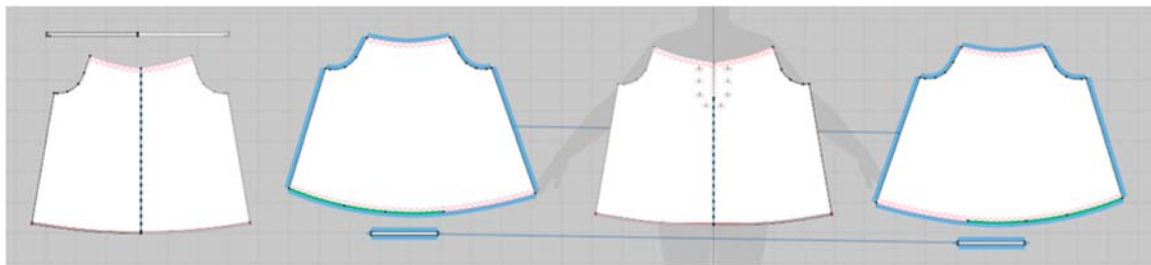


Figure 4. The product patterns *Ie* type blouse for women

The elaboration of the collection was done in CLO3D software (figure 5). This software is a design tool for clothing and accessories that allows to work simultaneously in 2D and 3D windows with fabric, texture and and export in different formats that can be read by several open-source applications, rendering and colour simulations. It also allows to adjust the avatar to the required sizes which correspond to customer, animations. The technological documentation was designed to all products according to standards [8, 9].

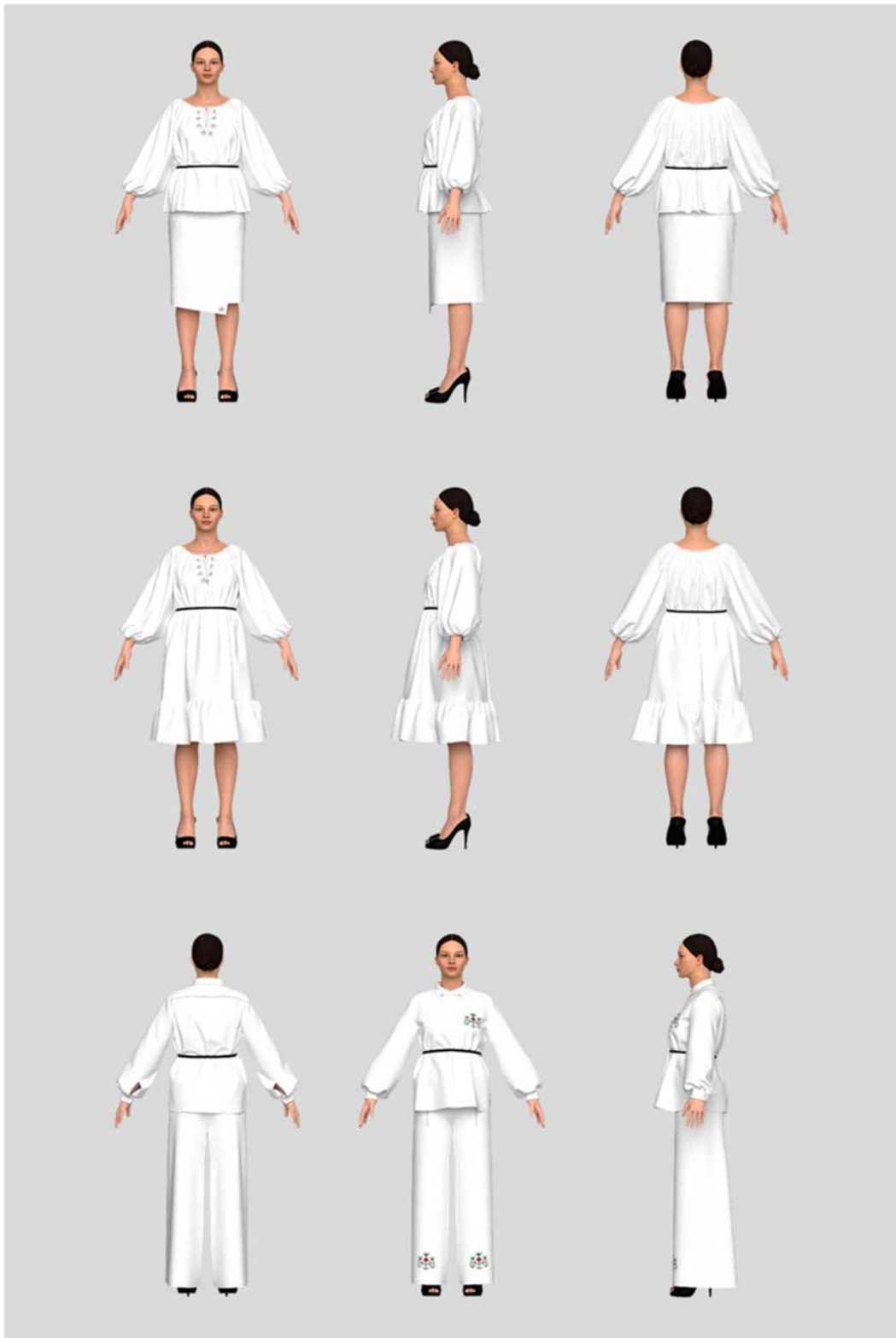


Figure 5. Visualization of created models.

4. CONCLUSIONS

This study is based on the research and analysis of uniform clothing products. The target of the study was the hotel field, namely uniforms for hotel reception staff. In the framework of these investigations, it was proven that, in the premises of the hotels, the employees have not established yet a type of uniform. As a result, we come up with the proposal to implement a uniform, starting with the reception sector, because it has the first direct contact with customers and creates the first impression of both the premises and the services. The aim was to develop a collection of uniform-type clothing products with embroidered decorative elements, inspired by the traditional style in Moldova. The research was carried out for the hotel sector, with the concept of implementing the decorative elements of the traditional Moldavian costume. The national symbols representing the Republic of Moldova were analysed, especially from the outside, and it was proven that this is the "Tree of Life" in various stylistic solutions. As a result, the scheme of digital ornaments was developed, which were used for the decoration by embroidery of the collection (fig.6). A prototype of one garment from collection with hand-embroidered traditional ornaments was created, with the aim of being comfortable and functional, the appearance and design of the uniforms will convey professionalism, cohesion and values of both the brand and the entire nation (fig.7). The customization of the set of uniforms will include the use of the national decorative element "Tree of Life". By introducing the embroidered uniform with the national symbol, hotel brands could strengthen their market position and develop a strong and long-lasting relationship with their customers.



Figure 6. Stages of embroidery



Figure 7. Front and back view of the finished product.

Source. Designed by Maria Munteanu

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