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SOCIOCLOGICAL, TECHNICAL AND DESIGN ASPECTS OF TECHNOLOGIC FASHION

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Abstract

This work is based in a master thesis in fashion design, relating the sociological, technical and design aspects of technologic fashion. It shows the origin of the technologic fashion, following its course, which has the origin in the period after the IIInd world war, passing by the materials science and by some designer’s experiences to the light of philosophical and sociological chains, in way to best understand the desires and necessities of the consumers.

The work begins with a philosophical and sociological framework to understand the currents that marked the 20th century, where the trends of globalization and the world too computerized mark the thinking of leading philosophers and researchers.

Next followed, the great technological advances will be boarded, since the materials science until the incorporation of the technology in fashion. Since a notable evolution of the electronic, passing for its miniaturization in posterior phases, perceiving the reason and which the elements that had contributed for such occurrences. Still in this chapter it is alluded the wireless nets, the industry of the telecommunications and the discovery of the nanotechnology, because without them the incorporation of the electronic in clothes would not be possible.

The next chapter is dedicated to the design, so that our understanding and squarely facing the technologic fashion design as a facilitator of people's lives, as well as improving the quality of life for its users. Always with the basic idea of the technologic fashion is a multidisciplinary project, resulting from the intersection of the knowledge of experts from different areas.

Finally, the last chapter will conduct all preliminary information, subject to interconnection and intersection different themes present in earlier chapters. Here it is perceived the origin of technologic fashion, born due to the launch of the Sputnik satellite, the advent of synthetic fabrics (polyester, PVC) and the first human trip to the Moon. Therefore, this chapter will be discussed in light of the previous ones in order to conclude that it was at this time that had appeared the necessary conditions that had generated the great transformations in our society.