

The Cover image #22

A imagem da capa #22

Isabella Vicente Perrotta¹ 

Fashion! It has an ambivalent relationship with the creative economy. It generates jobs, moves large sums of money, is a vector of technological development, manifests style, evokes culture, stimulates artisans, creates hubs and productive chains, generates local identity. And it produces hundreds of thousands of tons of waste and discards.

With a critical sense about their own fashion consumption, Carolina Aranha, Lucas Tadeu and Nicolle Felix, young designers in training — now in their 7th period at the Escola Superior de Propaganda e Marketing — opened their drawers and started cutting those ugly and uncomfortable tags, usually attached to the side seam of the clothes: “Dry clean, dry in the shade, do not iron, wash with similar colors, use only fabric detergent; polyamide, polyester, elastane, cotton; *fabriqué au Vietnam*, made in China, *hecho en Brasil*.” Pictograms, instructions, materials, origins and languages take us through a kaleidoscopic Tower of Babel that reminds us of questions posed by Naomi Klein (2002) in *Sem logo: a tirania das marcas em um planeta vendido*, such as the problem of export processing zones, in which the cheap labor force produces goods for the big consumption centers of the world.

The process of creating our cover began then with the production of a photographic image with such (multicultural) tags of information and instructions, taken from the drawers (Figure 1). A second image (and then others) with the brand labels superimposed was tested (Figure 2). But the initial photograph, reworked, turned into a print that could have been on a street wear look, and a clean, original and impressive cover was made. According to Klein (2002), if brands are replacing personal and cultural identities, becoming our main form of individual and collective identification, our designers managed to call attention to this universe without exposing any of them.

Using fashion jargon, we can say that Carolina, Lucas and Nicolle are “looking for their own style” instead of “following trends”.

The group is working on its end-of-course project, in which a creative studio is established oriented towards authorial design that is activist and committed to causes. Success to them!

¹Escola Superior de Propaganda e Marketing – Rio de Janeiro (RJ), Brazil. E-mail: iperrotta@espm.br
Received on: 04/05/2023. Accepted on: 04/05/2023



Figure 1. First photographic experiment.



Figure 2. Second photographic experiment.

REFERENCE

KLEIN, N. *Sem logo: a tirania das marcas em um planeta vendido*. Rio de Janeiro: Rocco, 2002.

About the author

Isabella Vicente Perrotta: Professor and Research Scientist at Higher School of Propaganda and Marketing.

