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# Fashion as Design - My Wardrobe, my building of expression

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**F**ashion has been an inalienable aspect of the history of mankind. Many identify fashion with the superficial aspects of aesthetics, the vanity of looking good or the detriment of worrying about appearance. However, why is fashion not separated from the stamp that humanity has? Since the beginning of history, different civilizations have had a special concern for aesthetics and, currently, the fashion industry generates great profits in its different commercial segments.

Through aesthetics, fashion, our clothing and accessories we can mark spaces, cultures, traditions, even activities that transmit ideas, concepts, routines, even ideologies and religions. The choice of our public appearance allows us to show charisma/coldness, notoriety or popularity, hide ourselves or become striking. You can take positive aspects such as the visualization of black workers in the 90s where Vogue Italia made a special "the Black Issue" with only black models to show the importance of equality between different people or negative aspects such as the use of colours and type of garments to differentiate the social classes imposed by the Romans in their time and, to a large extent, discrimination between social classes based on clothing continues to this day. In my experience, wearing certain garments allows to be considered differently and many times it is necessary to study the situations to choose the garment. In negotiations with directors or managers, the use of the right clothing can be key to starting a presentation and being heard in the right way. For example, wearing blouses with blazers helps a lot to give the impression of security and seriousness needed to talk about a topic. In the same way as wearing shoes or heels. On some occasions, to generate a challenge to authority, it is possible, as a woman, to add a tie to the dress and give an unspoken message to the audience of daring not to respect the rules. Or wearing slippers with a suit in a formal setting can break

the schemes and bias about the results or objectives of the meeting. Playing with clothes, colours and accessories is a way of communicating intentions and strategies, as well as allowing the generation of the right environment to present ideas to an audience or work team. On the contrary, very elegant or formal clothes in spaces where it is necessary to open spontaneous conversations can intimidate and close spaces for conversation or dialogue. For me is essential to have blazers and high hills to impress when I have to expose ideas to big audiences or formal meetings and stylish sneakers for general activities.



**Figure 1:** *My Fashion Hero: Taylor Swift during a surprise performance at the Stonewall Inn - Supporting LGBTI Community*

In summary, fashion can help us to survive and behave according to the rules if is necessary and also break the rules and create new ones if we see fashion as a powerful communication media. In this course also I open my mind to understand the fashion as a hallmark of each era, allowed me to see the garments as a history book. Fashion is not only an aesthetic element in our life, as buildings and houses have been built to protect us from the outside, fashion, clothing, accessories can become buildings around our body that protect us both from the cold and from social

agreements.