

Review Article

An Overview of French Gothic Architecture: "Creating and Developing the Contemporary Apparel Designs"

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Abstract - Architects and clothing designers employ three-dimensional space to develop structures that shield the human body. Both disciplines underwent phases where design transitioned from complexity to modernity and simplicity. The most crucial and fundamental component of the design process is the concept. Nature has always been a source of inspiration for people throughout history in many facets of their lives. The current project aims to identify and produce designs employing French Gothic architecture. The resource for architecture inspires creative modern adaptation. The first examples of Gothic architecture can be found in France in the second half of the 12th century. The style emerged following the Middle Ages' Romanesque era, symbolising a desire to be closer to God through the use of lofty towers that reached the heavens. The visual style and the source of pictures about design aspects are crucial components of the design. The research aims to identify the pattern, design, and silhouette of the Amiens cathedral in Paris. In this study, to develop contemporary genderless apparel with the help of historic Cathedral and their latest trend in fashion technology.

Keywords - French Gothic Architecture, Contemporary Apparel, Visual Aesthetic, Amiens Cathedral, Unisex Apparel & Fashion Trend.

1. Introduction

Monuments and buildings result from artistic brick, stone, and mortar construction. This piece of art was created by an artist that uses three dimensions to visualise and communicate his creativity. Buildings from each era reflect its culture and provide future generations with information on the religion, art, design, culture, and way of life of those who inhabited them.

Numerous disciplines cross over with architecture, and one that does so has aesthetic expressions with architecture. Both architects and fashion designers employ geometry to generate forms, develop structures, design lines, and create shapes for the human body's protection and shelter in three dimensions (Menon & Bai, 2018). Fashion is architecture, according to Coco Chanel, and it's all about proportions. In contrast, Zaha Hadid says, "Both architecture and fashion are built on structure and shape and turning fundamental necessities (such clothing and shelter) into art." The title of the present research work is suitable and self-explanatory to understand the French Gothic Cathedral to create and develop contemporary apparel. The title indicates to the contemporary design is suitable for both genders to make men and women look similar.

The aim and objectives of the research are to design contemporary apparel worn by both men and women with the help of visual aesthetics. With the creative mind and hand, the possibilities from his historical architecture are endless; countless inspiring adaptations and a series of contemporary creations may be regenerated or reinterpreted.

2. Literature Review

This narrows the difference between embracing and adopting a trend in the vibrant and economically unstable parts. The second half of the 12th century saw the emergence of the architectural and artistic style known as French Gothic. The long, thin towers of gothic architecture serve as a visual representation of the yearning to be closer to God. Gothic replaced the Romanesque architectural style. In terms of shape and appearance, architecture and fashion have imitated one another. It appears reasonable that they share not only their main purpose of protecting and sheltering people but also exhibit abilities to create volume and space beyond the confines of two-dimensional plates and materials. The connection between architectural design and clothes has grown in importance in recent years. They research the distinctive characteristics of decoration and building design that serve as sources of inspiration. The designer could recognise and keep it alive by giving it a new form and purpose. The Positive Design Framework incorporates three essential elements: plan for personal importance (which helps people pursue their own goals), design for pleasure (which attempts to improve the feeling of pleasure and decrease unhappiness), and plan for virtue (which stimulates people to be a morally right person) (El-Ghobashy and Mosaad, 2016). One of the most obvious change-related media is fashion. The "fashion system," which includes the business of fashion, the art of style, and production and consumption, is a larger social and cultural phenomenon that includes the fashion industry.

The volatility, velocity, variety, complexity, and dynamism that characterise the particular nature of the fashion industry can be used to describe it Čiarnienė, R., &



Vienožindienė, M. (2014). In his essay "Western Vs. Eastern Attire," Buchanan examines how both the west and the east have begun to wear updated clothing that combines elements from other civilisations. Designers began to create structural skins combining the "Skin and the Bones"—showing structure and façade linked in a single surface—fashion and architecture (Kumari A., 2019). Designers of clothing will occasionally substitute the nebulous phrase "design concept" for "inspiration" or "a starting notion." However, in the context of apparel design, a "design concept" refers to an abstract conception of the final object or garment by the designer. The design concept can largely establish a finished product's vision (Lee & Jirousek, 2015).

Clothing provides various functions, including boosting safety, protecting by creating a barrier between the skin and the environment, insulating against cold or heat, and creating a hygienic barrier. A social convention is also to dress up. It may also serve as ornamentation and a way to convey one's sense of fashion. Finally, it may be said that clothing conveys a lot about the wearer. However, it is natural to think of clothing as a simple covering or how we present ourselves to others because clothes can also affect how we feel about ourselves (Kim, Y. K., & Sullivan, P. 2019). Many shoppers in today's society mix and match categories. The luxury and modern shoppers may be the same person. Modern brands appeal to many different consumer demographics. Therefore this sector will continue to have international prospects. Fashion journalists and industry insiders concur that modern companies have taken centre stage and are bridging the gap between main street and premium brands. An excellent modern brand has a distinctive appearance and feel. The clothing and accessories will feature fascinating construction elements and a premium finish. New identities have emerged due to the decline in archaic and obsolete standards of conventional male and female behaviour today.

Men have evolved into modern consumers interested in lifestyle activities often associated with women; this group is known as the metrosexual man. Instead, women have embraced values that are associated with men. They strive for independence and self-actualisation in their daily lives, which could be interpreted as an increasing fuzziness of gender roles in society. Due to societal shifts and the convergence of the sexes' effects on consumer trends in apparel, this necessitates a fresh interpretation of gender roles that were formerly rigid. Clarifies the obstacles to unisex apparel while also identifying the mentality of fashion design students toward it. The students studying fashion design were well aware of unisex attire. This survey also identifies the interest in creating unisex apparel among fashion design students.

According to this study, fashion designers have different opinions on unisex clothes (Vasan et al., 2017). Instead of being an ambitious projected image of a reinterpreted good old value to serve any function or agenda, fashion is an evocative and refreshing concept

worthy of being portrayed for society's approval that makes us even more intuitive. The barometer of social acceptance, which is in turn driven by several motivational forces that emphasise the people's values and behavioural features, serves as a means of measuring the influence. Aspirationalism drives today's consumer society (D Saravanan and V. Nithyaprakash, 2015). Today, we continue to benefit from the cultural period devoted to the construction of stunning structures that not only served human necessities but refreshed the spirit and pleased the sight. These ideologies frequently represent an extension of regional, historical, and traditional attitudes, aesthetics, and practices. They can produce unique approaches to technology, materials, or imagery when applied to the field of modern design.

3. Methods and Techniques

The methodology is a way of researching to identify that the study may be reliably conducted with accuracy. It describes the procedures which have been adopted for the work. The present study, "French Gothic Architecture: Creating and Developing the Contemporary Apparel Designs," carried out designs. By developing dresses based on its respondents. Developed designs, placements, and colourways of selected designs and assessed the consumer's acceptability for the developed dresses.

3.1. Phase –I

3.1.1. Group of the Study Material

The study material was collected from the primary source, an unidentified target group and a secondary source, the internet and magazines, etc. This study used two research and design methodologies in its methodological approach. This research was exploratory; the study material was collected from the primary source, an unidentified target group and a secondary source, the internet and magazines, etc.

3.1.2. Primary Data Collection

The primary data will be collected from experts in the field of fashion designing.

3.1.3. Secondary Data Collection

The secondary data will be collected by analysing the history of French gothic architecture and contemporary apparel designs. The unisex apparel, modern designs, and Gothic architecture were referred from research articles, publications, libraries, and journals related to the research that was collected, analysed, and documented. It is the prototype development stage, ideas that hold the most promise once. A prototype could be a sketch of the sample garment. The prototype will be a consumer choice.

3.2. Phase-II

3.2.1. To Develop the Contemporary designs

The contemporary designs were developed in the second phase. New genderless designs were created in different sizes, shapes, and colour combinations.

3.2.2. Development of Design Sheets

Different designs were developed for party college-going girls keeping in mind their preferences. These were developed by modifying the existing design and by introducing new design ideas. The latest trend in fashion was also taken into consideration while designing. A total of five contemporary apparel designs were sketched on a white sheet with a beautiful colour pattern or combination.

4. Results and Discussion

The Gothic style was a mediaeval art form that began to take shape in France in the second half of the eleventh century and spread throughout Europe by the sixteenth century. One of the unexpected features of their historical era was the early Gothic churches, which initially arose in Paris. The old Romanesque architecture style, with its round ceilings, huge thick walls, small windows, and dim interiors, had been replaced by soaring Gothic arches, thin walls, and huge stained glass windows that flooded the interior with light. It was the home of a significant and innovative patron of Arts. Abbot Suger, a major French monk, was considered one of the first Gothic architects.

The Basilica of Saint-Denis in Paris, which he renovated, is the first real Gothic-style structure. The first early Gothic Cathedral was St. Denis, which Notre Dame Cathedral followed. All French monarchs were buried in St. Denis, which was regarded as the country's royal church. The Gothic Cathedral carefully crafted the major environment with expansive walls, stained glass windows, and spacious spaces. The Middle Ages to the conventional construction method from Europe to the New East required creativity to construct those open spaces and glass walls. They altered them, utilising enormous columns and load-bearing walls. Designs with height and grandeur that are majestic and tall. It was accomplished by using more modern techniques, such as flying buttresses, ribbed vaults, and many window openings, which allowed builders to distribute the weight of taller walls and higher-than-ever towers.

4.1. Important Element of the French Gothic architectures

4.1.1. Pointed Arch

Pointing arches to maintain the strength of walls, doors, and windows. It is seen in the Al-Aqsa Mosque, among the earliest examples of Islamic architecture. Middle Ages architects skillfully raised the pointed arches to support the weight of the Cathedral.

4.1.2. Rib Vault

The arches were constructed for the beautiful Rib vault. It was a key feature of Gothic architecture. The thin stone ribs of the vault meet in a pointed arch and need a taller pair of columns that are taller, more fragile, provide, and carry the trust of the roof's weight outward and downwards to pillars on the first floor.

4.1.3. Flying Buttresses

Flying buttresses for load distribution were used to transfer the loads from the arches to the piers. Something

can give the Gothic architecture that was unique, elegant, and so well. This scene is mostly outside the buildings, across from two or more arches.

4.1.4. Stained-Glasses & Rose Windows

Another distinguished trade of Gothic architecture is the interior environment of those giant stained glass windows. At the same time, stained glass windows are found in many places of worship. There were two types of these kaleidoscope windows: tall, arched "lancet" windows and round "rose" windows. Rose windows are specially used for Gothic Cathedral and churches. They are particularly preventing in Gothic Cathedral. Some of the most powerful art pieces produced in the High Middle Ages were stained glasses cycles or visual stories in French Cathedral. It picks the final judgment of men, which is part of the Gothic tradition and will go into archival storage for trading stained glasses sculptures throughout the Cathedral.

4.1.5. Ornamentation

There was a fantastic decoration at that time where the population could over to the historical embellishment available everywhere. The presence of ornate decorative elements. These include embellished colonnades and settlers, sculptural mouldings, statues of saints and historical figures, pinnacles and spires.

4.1.6. Gargoyles

The gargoyles are essential to the Cathedral because they were employed frequently in mediaeval times. On a spiritual level, there are two main goals: to ward off evil and to redirect rainwater from specific spouts to the wall. Some lookup variations, like England, where the design seizes attention, and Italy was the more colourful ornamentation. In the Middle Ages, Gothic architecture was last seen around 1500, at the start of the Renaissance. Back in the Middle Ages, when the name "Gothic architecture" was first used, it was associated with morality and religion. The Gothic style would reappear at various points in history.

4.2. Amiens Cathedral

One of the biggest "classic" Gothic churches from the 13th century is Amiens Cathedral, located in the centre of Picardy. The plan's coherence, the three-tier interior elevation's attractiveness, and the especially lovely sculpture exhibition on the main façade make it noteworthy. Amiens Cathedral is one of France's biggest and most comprehensive Gothic churches from the 13th century. It is one of the most remarkable examples of mediaeval architecture because of the strict coherence of its plan, the exact symmetry of the nave and choir on either side of the transept, the beauty of its three-tier interior elevation, the venturous lightness of its structure that marks a new stage towards the conquest of luminosity, the wealth of its sculpted decoration, and its stained glass. Amiens Cathedral is a masterwork of Gothic architecture because of the exquisite interior elevation, the enormous

amount of sculpted sculpture, and the stained glass. It was mostly constructed between 1220 and 1288.

4.2.1. Integrity

Amiens Cathedral has maintained its architectural style and cultural purposes over the years. Its outstanding universal value is expressed by its characteristics, which exhibit remarkable intactness. Within the property's limits are all the significant architectural components, all of which are well-conserved.

4.2.2. Authenticity

The Amiens Cathedral is incredibly realistic and an important example of the radiated Gothic architecture that characterised the 13th century. Over the years, the structure was subject to numerous evaluations that did not alter its fundamental characteristics. Some chapels were added to the Cathedral between 1292 and 1375, affecting the style and aspect of the façade by erecting the side aisle buttresses. Both World Wars mainly spared the structure. Various fashion houses have started to employ architectural designs regularly. With the aid of the Amiens Cathedral, products made in the modern day combine contemporary trends to preserve cultural and historical values.

4.3. Contemporary Apparel

One of the most obvious change-related media is fashion. The "fashion system," which includes the business of fashion and the art of fashion, as well as production and consumption, refers to a broader social and cultural phenomenon that includes the fashion industry. The peculiar characteristics of the fashion sector include its unpredictability, pace, diversity, intricacy, and muscularity. The luxury market creates apparel for unique situations, not for a woman's regular existence. Fashionable women with little money to burn sought an alternative to designer collections and Haute Couture brands. Accessible clothing is clothing that is both affordable and flexible in terms of how it is worn. A person can express their identity through fashion. It is a general phrase that often refers to any market or product with a component of style that is likely to be transient. Compared to the higher-end luxury market, the contemporary category frequently has more contemporary-style clothing. The voice of the modern industry is a little bit more contemporary and a little bit younger (not always, but often). Many consumers in today's environment shop across categories. The luxury and modern shoppers may be the same person. Less wealthy shoppers move up tiers reasonably as far as possible, while more wealthy shoppers purchase across categories. People are turning to these labels for individuality as the high street's adoption of catwalk trends quickens due to the weekly introduction of new products. Modern brands appeal to various consumer demographics. Therefore this industry will continue to have international potential. Fashion journalists and industry insiders concur that modern companies have taken centre stage and are bridging the gap between main street and premium brands. Consumers desire to feel distinct and

unique in their possessions. They choose high-end, handcrafted labels that are nonetheless reasonably priced. An excellent contemporary brand has a distinctive appearance and feel. The clothing and accessories will feature fascinating construction elements and a premium finish. The collections feature distinctive pieces that customers instantly identify and associate with the designer brand, in addition to following seasonal trends.

4.4. Contemporary Fashion Brand

4.4.1. Neil Barrett

The British designer, who graduated from Central Saint Martins, is best renowned for his incredibly attractive, minimalistic clothing and meticulous attention to detail. His attire is everything but plain. Each season, he transforms timeless wardrobe pieces by experimenting with unusual fabrics and textures like bonded velvet, pony skin, and quilted leather.

4.4.2. Sandro

Sandro was established by a husband-and-wife team and is a well-known and well-liked brand in the modern market. Women are drawn to the brand's carefree separates, rock'n'roll look, and seasonless separates, which have earned it a cult following. Sandro has locations worldwide, including ones in New York and Japan, as well as a flagship location in London's Covent Garden.

4.4.3. Maryling

While the occasional trend-driven item, like a pink coat or monochrome checks, is expected, Italian company Maryling strives to offer the ideal capsule wardrobe for work and play. Fans of accessories can find a wide selection of purses, shoes, jewellery, and other high-quality accessories.

4.4.4. Mother of Pearl

The brand, which Maia Norman established, combines sportswear-inspired pieces with high-end textiles to produce daring, varied work. The label, which has been greatly impacted by Norman's close ties to the art world, partners with a renowned artist each season, with head designer Amy Powney deftly combining their work into prints for the designs. Mother of Pearl's creative director has made it her mission to transform her company's reputation into one that can claim to be ethical and sustainable. Mother of Pearl's brand ethos and direction have been greatly affected by the lifestyle and surroundings of its founder, Maia Norman.

4.5. Unisex Garment

Unspecific gender was not taken into consideration when designing Unisex clothing. Since the beginning, society has prescribed that men should dress one way and women should dress another. It typically begins in the classroom, where skirts and blue are for boys and pants are for ladies. However, unisex fashion does away with all this hassle.

4.6. Fashion Trend

While fashion trends come and go, a society's values are created and constantly change following its beliefs and culture. Fashion is a provocative and inspiring idea worthy of being portrayed for society's approval that makes us even more spontaneous, not an ambitious projected image of a reinterpreted good old value to satisfy some function or agenda. In society, a person's outward appearance is the key to communicating nonverbal information, such as potential hints about his or her social standing, values, and way of life. From displaying a fundamental image of how we look and feel to communicating our emotional experiences through interactive elements in the outfit, fashion communication has undergone a complete 360-degree turn. The way society perceives and evaluates a fashion trend determines whether it is successful. Aspirationalism, which narrows the gap between the wealthy and economically unstable parts when it comes to embracing a trend, is the driving force behind today's consumer culture.

As usual, the Italian fashion capital presented elegant separates, fantastic knitwear and feminine silhouettes, perfect for chic Milanese women. Besides stylish, the AW 20/21 trends will be edgier and modern. (März 2020) So here are the five trends that emerged from MFW.

4.7. Trends emerged from Milan Fashion Week (2020-21)

- Skirt suit: After several seasons of power suits, FW 20/21 will be all about skirt suits.
- Knitted dress: The long knitted dresses that Agnona and Bottega Veneta presented on the catwalk are sleek and minimalist.
- Fringes.
- Metallic and black.
- Ruffles.

Colour is crucial to collection building, and it's an aspect of fashion design that will hold even more emotional weight on the purchases made in the aftermath of the coronavirus. The fashion climate at the onset of

2020 was wrought with the horrific grip of the coronavirus pandemic, which has now come to paralyse the world. With the entire world going under lockdown mode, a notable shift in buying behaviour is expected to surface for the next season, rendering many showcased trends inessential in light of the recent developments. As entire industries shift to 'Work from Home' formats, consumers strive to maintain a work-home-sanity balance and prioritise comfort and essential products over luxury spending.

In a recent webinar, trend forecasting firm Fashion Snoops described three colour shifts that will sweep over several product categories for Fall/Winter 21-22. Inspired by fantasy, meditation and optimism, the themes are due to help quell consumers' concerns and anxieties about the future. Fashion Snoops the director of the content strategy. Hyper-pigmented purple, burnt orange, cobalt blue and reddish pinks live here. The colours, she added, pop and come to life when they're grounded with stark black.

The present study investigated the prevailing trends in genderless clothing concerning the type of fabrics, colours, designs and silhouettes. Design a line of contemporary genderless clothing for college-going students influenced by the different visuals of Amiens Cathedral, the study preferences of college-going students for the developed designs and prepare the most preferred ones; and evaluate the prepared dresses for studying the consumer acceptance.

4.8. Trends in the type of Genderless Clothing

The difficulties of trade globalisation sparked Indian designers' creativity and led to a wider recognition of their aesthetics. More so than ever, this sparked developments in fusion clothing. As a result, pieces of two very different civilisations' styles came together, and new approaches to combing and carrying clothes emerged. The market for modern genderless apparel is expanding and becoming more well-known.

4.8.1. Design-1

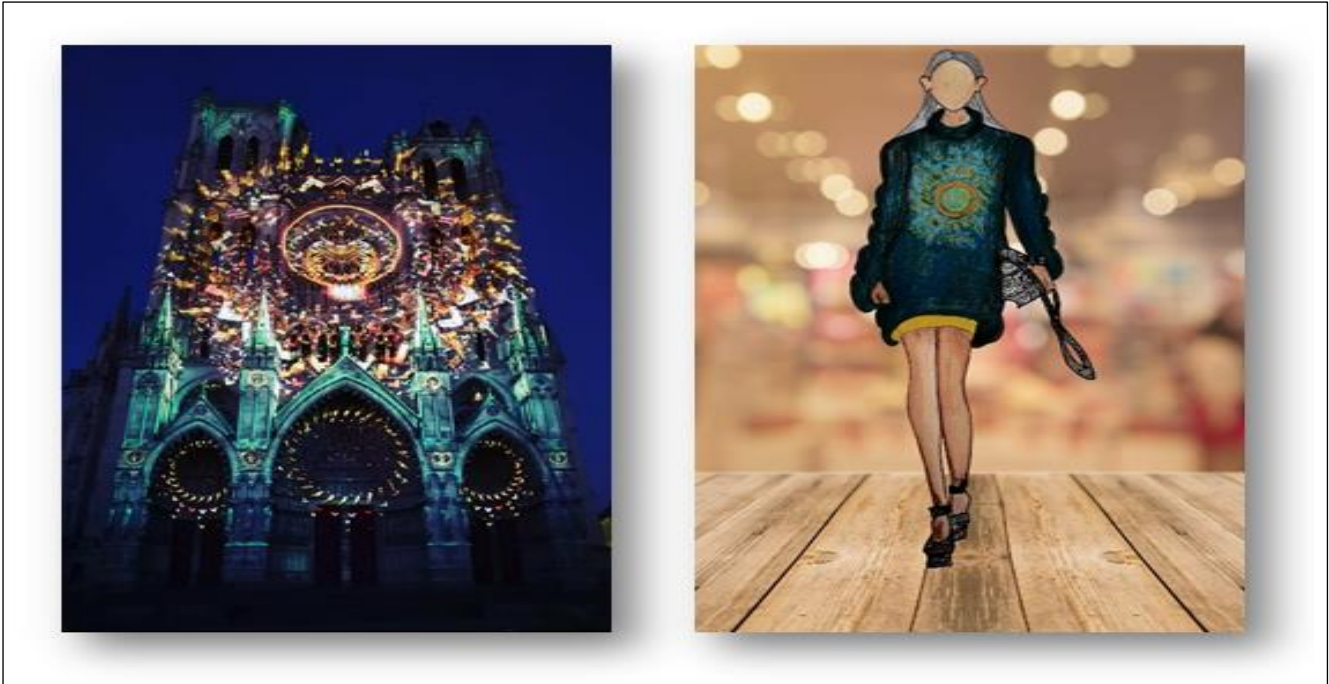


Fig. 1 Logo Print Oversized Hooded Sweatshirt

The colour story offers a soft gaze and allows consumers to find satisfaction in small things. Metallic rose window printing and embroideries can show a refreshing logo effect. The tough and shiny effect contrasts with the matte feel of knitwear with the combination of

aqua green (Colour of the year, 2021) and mango sherbet (key colour of 2022). This design focuses on all areas of genderless contemporary apparel; for a refreshing look, go with cargo pants and skinny jeans or slim-fit jeans with a pair of cool suede boots (figure 1).

4.8.2. Design-2



Fig. 2 Colour block Shirt with Flap Pocket and Skirt Set

There could be no better time for the Pantone Colour of the Year 'Classic Blue' to emerge in the fashion and retail world. As the negativity of the coronavirus pandemic grips the world, consumers take to the calming shades of blue to evoke its peaceful characteristics and generate those same vibes in their lives. The colour palette of the

shirt sticks to the classics, where is the key colour of 2022, orchid flower and Persian blue color blocking. This casual shirt is a perfect balance between too casual and too formal, plus it can pair with different ways like jeans, trousers, or black washed denim and style with a pair of brown double monk boots (figure 2).

4.8.3. Design-3



Fig. 3 High-Slit Hooded Sweat-shirt with Patch Pocket

This design focuses on all areas of genderless contemporary apparel and offers original ideas to inspire creativity and confidence in the future. Unique styling is one of the biggest inspirations, whereas in a halfway, a simply reddish-pink hooded jacket combined with a

colourful stripes knitwear sweatshirt, for a monochromatic look with a pair of skinny jeans or slim-fit jeans, wide-leg trousers and style with a pair of vintage-inspired shoes (figure 3).

4.8.4. Design-4

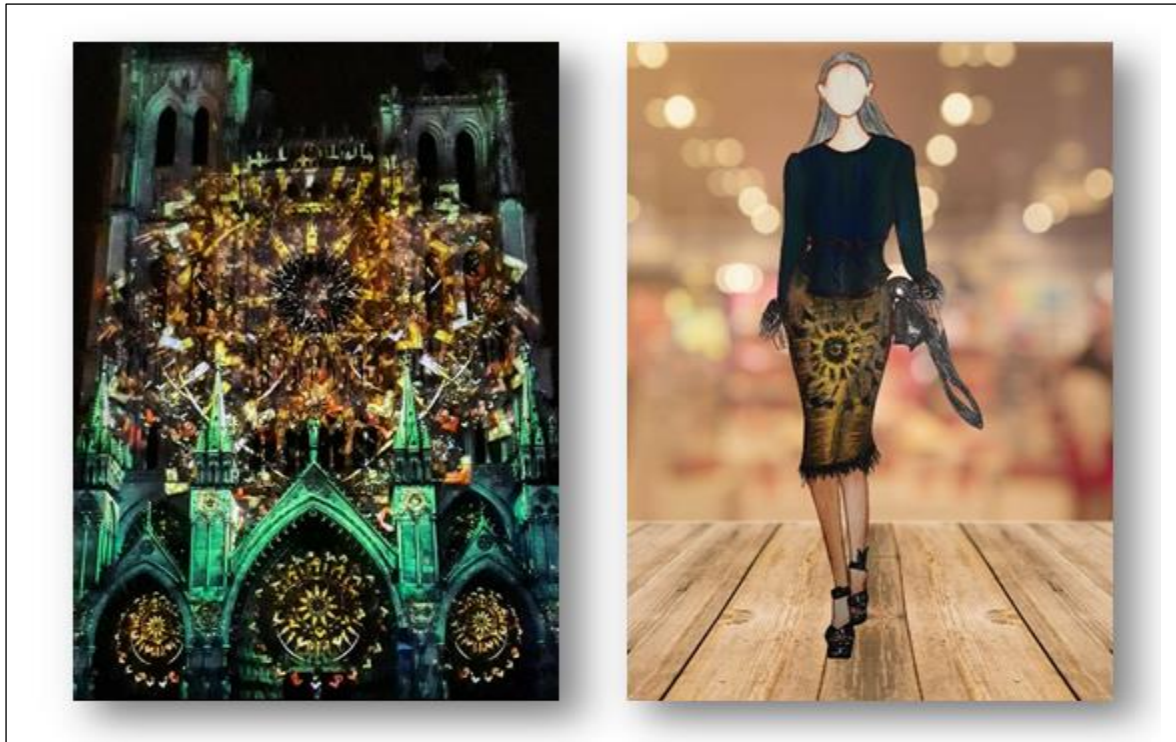


Fig. 4 Dyed Sweatshirt with Fringed Sleeves Paired with Logo Print Fringed Knee Length Skirt Set

Green-blue dip dye oversized sweatshirt with a Metallic rose window print can show a refreshing logo effect on the skirt with beautiful fringes. For cold summer nights, wear a sweatshirt with ankle-length slim-fit jeans, jogger pants and style with a pair of old skool shoes (figure 4).

4.8.5. Design-5

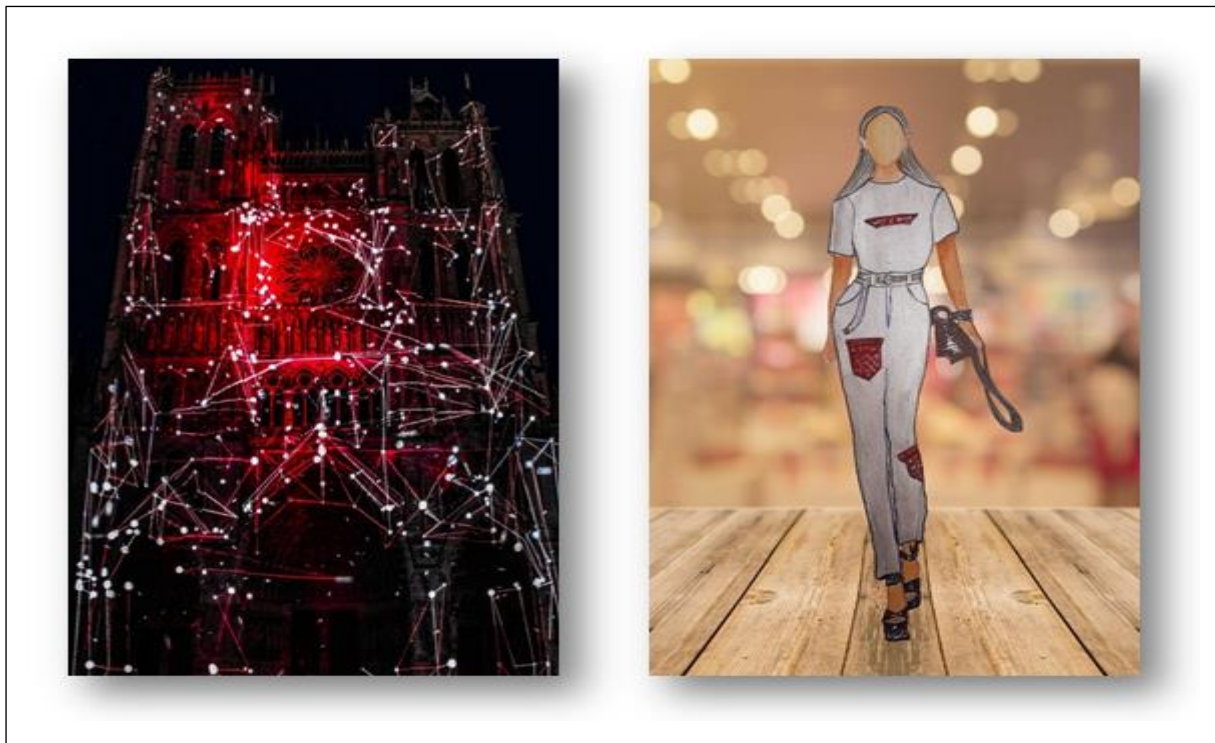


Fig. 5 T-Shirt and Trouser with Contrast Flap Pocket

It is one of the beautiful designs; it simply carries all over a metallic silver colour and decorates with the beautiful cherry red virus print flap pocket placement. Loungewear is casual attire that makes you feel highly comfortable, while people wear comfortable clothes at home and outdoors and styles with sneakers (figure 5).

5. Conclusion

An attempt has been made to identify the awareness of unisex clothing among the students. This study was carried out primarily to identify the opinion on unisex clothing among college-going students. Further revealed that identifies the attitude among design students on unisex clothing besides elucidating the barriers to unisex clothing. The unisex movement may be the new era of the fashion industry since it enables everyone to live in harmony with their authentic personality, and focusing on their appearance is the first way of communication with the unisex style.

This observation also identifies the inquisitiveness of fashion design students in designing genderless contemporary apparel. In the present fashion scenario, people want change in clothing, so to create various garments, there is a need to develop new designs. The majority of the respondents liked these garments. The prototype fulfils the fashion needs and satisfies the consumer's demand. Fashion is about change and challenging what has gone before; it is about leading, not following, and pushing design visions into the world. This research is in-depth in the trial, exploring the Amiens Cathedral and developing the prototype.

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