Role of Set Design in Fashion

Arpita Ajay Jawalkar[1*], Trupti Bhamkar[2]

[1]*Student, P.R. Patil College of Architecture, Sant Gadge Baba Amravati University, Amravati, India*
[2]*Assistant Professor, P.R. Patil College of Architecture, Sant Gadge Baba Amravati University, Amravati, India*

Abstract: **Fashion is most often thought of as a global industry that is invested in anticipating what we wear and how we wish to appear to others. But fashion isn't just a business. It's also a cultural and social phenomenon, driven by the desire for the new. As such, the industry can never fully control fashion: fashion is all about being open to change. Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion is a distinctive and often habitual trend in the style in which a person dresses. It is the prevailing styles in behaviour and the newest creations of textile designers. Because the more technical term costume is regularly linked to the term "fashion", the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" generally means clothing, including the study of it. Set design is the creation of the physical space in which the action of a performed event takes place. Primarily used to describe theater productions, it constitutes all the scenery, furniture, props, appearance, and overall look of the stage. Set design is also known as scenic design, theater design, theatrical design, and stage design. Although these terms are used interchangeably in most instances, set design or scenic design have become more popular in current terminology because they can be applied to television and film as well as theater. A related and more recent term, scenography, encompasses the sound, costume, lighting, and all other technical designs of a theatrical production. And the set design is important for the fashion it gives thought to the design, it helps to convey the thought through the use of set and the costume it gives the perfect frame and clear visualization and easy to covey thought to people.**

Keywords: **Fashion, Set design, Culture, Tradition, Trends, Catwalk, Concepts.**

1. Introduction

Fashion is a form of self-expression and autonomy at a particular period and place and in a specific context, of clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body posture. The term implies a look defined by the fashion industry as that which is trending. Fashion has always stemmed from culture, drawing from it, embracing global exploration, and tapping into music and art to set the tone for visual design. Fashion designers have been borrowing stylistic elements. From other cultures for centuries, and today, the appeal of traditional designs with an "ethnic" flair is as strong as ever. India is the land of "unity in diversity", it harbors various cultures, traditions, religions, castes, languages, races and ethnic groups. Each has a different culture & civilization. Each state has its own traditional cloths & fashion culture. The dressing type of people in a society is directly related with their social culture.

The goal of a set designer is to create breathtaking environments using production design techniques. A creative job at the intersection of arts and crafts, illusion, that requires a wild imagination. Inside the creative industries, the role of a set designer is crucial for advertising campaigns, filmmaking and ephemeral events. Their skills are related to architecture, space design tools, and developing an original concept for each project.

Set designers are well-known for their work on films and television series, capturing the essence of the scripts and characters to recreate the desire environments and spaces that the film or play requires. The fashion industry is another field for developing space design projects. Fashion communication tools such as fashion communication tools such as fashion editorials, photography, catwalks and presentations require the expertise of these professionals.

The set designer's contribution is to supervise "the look" of a motion picture, a photography session, or the general stage in which an action will take place. They create cohesive pictorial scheme that directly support the fashion concept of brand or an event. Professional set designers must create a mood and atmosphere through props- such as furniture, or one-of -a -kind objects and a color palatte in tune with the clothing. Finally, they must offer creative possibilities to trace the movements for models, actors or any person involved in the "happening".

The tools that a set designer uses to communicate with producers, art directors, or other designers are: - Sketches for ideas and creative research with mood boards and references. - Floor plans with specific information and an accurate layout for the set. Set elevations and 3D renders to view different elements from multiple perspective.

The basic elements of stage design. The mood of a production can shift throughout the play. The best way to do this is usually through lighting. However, the set designer must create a scene that takes and reflects light so that the lighting designer can use it to project the mood too.

1) Tell the story

The main function of stage design is to support the story of the show. Stage designers must create sets, costume, sound and lighting to serve the purpose of the show. It is the designer job to find this point of view and express it through the art of design. This is where art departs from realism and the design becomes more powerful.

*Corresponding author: aajawalkar18@gmail.com

Table 1

State	Men	Women
Andhra Pradesh (Southern state)	Kurta and dhoti, lungi with kurta, pajamas with kurta.	Sarees and langa voni, salwar kameez or western.
Arunachal Pradesh (Northeastern state)	Sleeveless with two edges pinned to the shoulder area is knee-long. Skull-cap with hair of yak. Sleevless shirts and lungi.	Sleeveless chemise with a long jacket. Narrow strip of cloth tied around their waist. Bamboo earrings and silver earrings. Tie hairs in a knot just above their forehead. Perricoat with a blouse.
Assam (Northeastern state)	Kurta and dhoti, Suria and dhoti, Kameez or shirt, seleng.	Mekhela-chador or Riha-mekhela, Dokhora and salwar suit,saree.
Bihar (Easter india)	Dhoti-mirjai or kurta,shirts and trousers.	Saree or kameez- salwar
Chhattisgarh (Central state)	Dhotis and headgears	Kuchhora style saree,wear jewellery on neck
Goa (Southwestern)	Brightly colored shirts, half pants and bamboo hats	Navvari, stones and worn with beautiful accessories.'Pano Bhaju'
Tamil nadu (Southern)	Lungi with shirt and angavastra	Sarees, blouse and shawl, salwar kameez, jeans and pants
Telangana (North central and Northeastern)	Dhoti also known as pancha	Saree, Langa voni, salwar kameez and churidaar.
Tripura (Northeastern)	Rikutu, Kamchwlwi borok	Rigwnal
Uttar Pradesh (Northern)	Dhoti, Kurta or kurta pajama	Sarees with golden jewellery and mangal sutra
West Bengal (Eastern)	Dhoti, Punjabi, Kurta, Sherwani, Pjama and Lungi	Sarre and salwar kameez
Karnataka (Western)	Lungi and shirt, Mysore peta.	Saree
Kerala (Southwestern)	Mundu	Saree
Madhya Pradesh (Central India)	Dhoti with bandi	Lehenga and choli with orni or lugra.
Maharashtra (Southern)	Dhoti and pheta	Choli and nauwari saree
Manipur (Northeastern)	Dhoties with jackets or bundis. White pagri or turban.	Innaphi and phanek
Meghalaya (Northeastern)	Jymphong	Jainsem or dhara. Dakmanda and Thoh khyrwang
Mizoram (Northeastern)	7 feet long and 5 wide cloth piece drape themselves	Puran, Puanchei, chapchar kut and pawl kut
Nagaland (Northeastern)	Kit and wrapper	Skirt, shawl and apron. Neck ornaments are mainly strings of beads, shells, boars tusks and horns
Odisha (Eastern)	Dhoti, Kurtha and gamucha	Saree or kameez-salwar
Punjab (Northwest)	Kurta and tehmat, Kurta and pajama	Salwar suit, Punjabi ghagra, Patiala salwar
Rajasthan (Northwestern)	Dhoties, kurta, angarkha and paggaror safa, chudidar pajama	Ghagra and kanchi
Sikkim (Northeastern)	Loose trousers under the kho	Dunvun or Dumdyam, Bakhu or kho costume
Tamilnadu (Southern)	Lungi with shirt and angavastra	Sarees, Blouse and shawl, salwar kameez, jeans and pants.

2) Create the mood

The mood of a production can shift throughout the show it is the stage designer's job to help support this mood. The best way to do this usually through lighting. However, the set designer must design a set that takes the reflects light so that the lighting designer can use it to project the mood to the audience.

The costume designer can also create mood. Dark costume can help evoke a somber mood joy and excitement. Highly tailored costumes can evoke a feeling of order and restriction. Loose costume can create a feeling of casualness and freedom.

3) Create composition and focus

As stage design is art, good visual composition is a necessity. This includes how large and small items are arranged on stage. It also takes into account the line, form, texture and mass of all the items on stage. Composition can create a feeling of order or unease, stability or chaos. In addition, composition can be changes just by how the lighting designer lights and reveals the set. As theatre is an art that occurs over time, the composition of the stage set can change from light. Focus is created through stage composition and lighting. The lighting designer can intensity and darken different parts of the stage to guide audience's eye around the space. How the lights hits the set can also help direct the focus of the audience. In addition, costumes can create composition through combination of color, line, texture and value. Combined, all the designers create composition for each theatrical moment in the play.

4) Reveal the space

The stage designer can dramatically change the audience's perception of the space. Reality states that the stage itself is usually located in a large black box called a theater. Through the art of stage design, the audience can be made to believe that the space has magically changed to an endless natural vista, a dark claustrophobic box, or a single spot lit area. All this occurs through the designers. "dramatic imagination", and its communicated through the designer's craft to stimulate the audience's theatrical imagination. As in mood, the dramatic space can be changed from moment to moment through creative and imaginative stage lighting. The director, lighting designer, and set designer collaborate in the planning of the set design so that these changes can occur. Through this collaboration, the director can utilize the stage design to tell the story of the play. So, in tandem with the director, stage designers serve as creators of the visual world of the play. Through the artistic creations of the designers who create the world the actors live in; the audience receives a powerful and emotionally charged theatrical and worship experience.

The catwalk is a walkway, stage platforms, or clearing used by models to demonstrate clothing and accessories during a fashion show. In fashion jargon, "What's on the catwalk" or similar phrasing can refer to whatever is new and popular in fashion. To design a fashion show catwalk, you need to bring out your creative best. Your ideas must reflect the vision of the designers so that the theme of the show blends into one perfect

whole. There are plenty of ways in which you can combine different elements to create an ideal fashion show setup, and here are a few pointers to assist you. From the most appropriate genres of music to the wording of the custom neon signs, here are some things that you can keep in mind while you can keep in mind while designing a fashion show.

1) Use lighting to your advantage.

Lighting in a fashion show can make or break the game. First and foremost, your lighting should not alter the colors of the garments the models are wearing, whether they are live or on video. Doning, that defeat the purpose of the designer's creation, and compromise the whole show. Neutral lights that brighten the arena but do not reflect off of the clothes are the best option. Of course, the lighting does not need to be bland. Once you have the color accuracy on point, you can start to get more creative. Colored gets and LED lighting can add a fun or dramatic twist to the fashion show, but they must be used behind the models. Otherwise, you might change the whole color of the dress.

2) Use different stage layouts

The traditional runway design is made with a purpose. The long runway with tiered seats on either side provides the best possible visibility in the arena. While you can always stick to the basics, you can also use the shaped varient of the runway should largely depend on the designer. Some designers prefer the T shaped varient over the long one because it allows them to display more than one model at the same time.

3) Make intelligent decisions about your backdrops

If you have been designing fashion stages for a long time, you would know that the purpose of a backdrop in a fashion show is not to create a distraction, it is to prevent audiences from getting distracted from the proceeding of the show. The backdrop is meant to cover the backstage entirely and keep it away from the eyes of the audience members. Traditionally, drapes and flat panels are used to create the theme of the show. For example, for a spring line collection walk, you can add a screen as the backdrop and show floral motifs or floral animations that reflect the theme of the show.

4) Choose the music carefully

The music that the models walk to on the runway is as essential as any other elements. Choose a track that is upbeat but not too fast-paced. Too fast beats can distract your audiences and overwhelm them. Also, your models are trained to walk to the rhythm of music, so choosing something too fast can cause them to speed walk to and from the ramp. The main aim of a fashion show is not for designers to showcase what clothes you will be able to purchase in- store imminently. Instead, the catwalk allows the designer to display a particular aesthetic, mood, opinion or perspective.

2. Conclusion

The discussion is all about the fashion and the set design and how they are important and from all of these the result is come that is the set is important for the fashion and it gives the clear thoughts. In set design scenography, encompasses the sound, costume, lighting, and all other technical designs of uses for the good output. It helps to give the thought and clear the concept on which the brand is working. The result proves that the role of set design is important for fashion. For giving the thought from the display and the costume or dress which is worn by model it helps by the set design. It creates the picture or frame which gives through that we want to convey to people. Films, serials, drama and fashion require the set design without set design the thought should not convey to people. Fashion is growing day by day and it needs the advertising, this will help to being fashion in trend and make it popular. If we are working for some brand so we have to use the set for the spread of massage from the brand. In many television productions the set design is the most important part of the concept. The overall look of the set usually gives the audience information about the concept. It creates a new world where the show exists and the presenters and actors work. Studio and set design is vital for the success of a television show. Indian fashion industry has come at par with international standards. It has become one of the most happening and revenue generating industry of India. The people like to dress in style which is accepted globally. Dressing has become of the important aspect of one's identify and personality.

References

[1] https://www.fashiongonerogue.com
[2] www.elle.education
[3] www.churchproduction.com
[4] https://trendland.com/the-role-of-set-design/
[5] Venkatasamy, Nithyaprakash. (2015). Fashion trends and their impact on the society.
[6] Khajeh, M., Payvandy, P. & Derakhshan, S.J. Fashion set design with an emphasis on fabric composition using the interactive genetic algorithm. Fash Text 3, 8 (2016).