

# From the Coastal Woman's Clothing Explore Suitable Garments for the Career Woman to Promote Gender Equality

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**Abstract:** With the example of the coastal woman's clothing, this project tried to find newer, simpler ways of applying functional structures to modern fashion, from the angle of the popular working women in the past. An answer to this question can be established by a list of several garment objectives. This project set the target audience as professional women who desire to achieve gender equality in the workplace. Due to the needs of their work in the workplace, they prefer simple and grace, but do not affect the functional symmetrical clothing. This article would pay more attention to the professional women those working in the modern city, investigate their garment requirements those are more needed in the workplace. This paper uses the research methods as investigating, classifying, and summarizing archive literature, as well as seeking by research. This project plans to produce a visual clothing series, including sets of completely detailed clothing designs and the ready-made garments that could well demonstrate this concept.

## 1. Introduction

The literature indicated that the status of women has changed dramatically over the past few centuries. It started when women could choose their own careers and participate in the workforce. For instance, at the beginning of the Industrial Revolution, fishing was a traditional craft trade. As traditional family organization, fishermen went out to sea catching fish while their wives and children sold the capture. Those fish women can be seen as the transition between housewives to working women. So the study major chose women in the fishing industry as study subjects. At the same time, this topic looked at the long history of women working in the fishing industry, which was still continuing today. In this article, comparing the different period and situation could provide renewed cognition in equality between male and female. Fishing women of the 20th century have historically belonged to a very dynamic, strong, story-filled and interesting community. Incidentally, knowing from a lot of literature[1], women who were doing fishing think that this kind of artificial fishing is environmentally friendly.

## 2. Coastal Clothing Overview and 2d Design

### 2.1 Coastal Woman Archive Literature Investigation

This subject aims at exploring women's clothing how to more suitable for contemporary women working in the body strength genre. In order to deal with this, the first step should be to collect and collate various images, archival clothing and historical transcripts.

Starting from women's clothing engaged in Marine fishing in different countries in the early 20th century, focusing on the pocket structure and the printing design, to design a series of feminist and romantic clothing for women, so as to appear more dynamic. This article attempts to set a brand of feminist beauty applies not only to beautiful, sexy women, but also to strong or muscular women who was major in physical work. Though that the subject can translate the concept of gender equality is essential for women, especially those who were doing manual labour work.

After literature investigation, developing study and design can give these women more

confidence and optimism. At the same time, the style of clothes designed can be combined in different ways.

## 2.2 Archive Garment Research

In the process of early subject research, it's found that these women living in the seaside and working in the fishery never lost their enthusiasm and expectation for life and always maintained an optimistic attitude, despite facing the challenges of poor life and tense work. This group of women was mostly composed of wives and daughters of fishermen and were the first to start working in the early 19th century[2]. Today, there are still women working in these primitive fisheries, and interviews with them report that this difficult, weight-consuming work is not easy for women. In order to get more fresh ideas for the design, the study also researched women in the sea fishing industry from different regions at the same time period, including Korean sea women and Japanese women in the fishing industry. Interesting lacing details and fabric textures have been found in their special sea clothes.

In order to further understand and better observe the phenomenon, this study has done research on various museum archives, such as the Victoria and Albert Museum (London) and the British Museum (London), from which the visual records and archival clothing are found and observed.

By visiting the Victoria and Albert Museum (London) and the British Museum (London) several times, the study have the chance to deeply research and observe the visual records and archive clothing of the early British sea wife. Noticeably, these vintage sea wife dresses were unique in that they often had double, striped, thick cotton skirts, the inner layer was widely used in order to keep out the damp, cold sea air. And the outer layer of the skirt was used to make room for pockets which can carry the fish and prawns that was later to be sold and the money that was earned. Additionally, some sawyers tied small flat pockets around the waist and this “U-shaped pocket structure was often seen on aprons”[2], trousers and other clothing from the early 1900s to the present day. In order to use the structure of trousers to separate different items, some fishermen tied a rope in the middle of their pockets and divided it into two parts.



Fig.1 Archive Research

## 2.3 Archive Garment Pocket Construction and Derivative Design

Taking the structure of trouser pocket as an investigation object, it's studied swimsuit and women's clothing in the same period for various periods. Through reading literature, it's found a

variety of structures, details and components of clothing. A variety of ways in which the pocket structure was combined in the garment gave me much inspiration to improve and change them in styles in the later research. Generally speaking, it is commonly acknowledged that pockets are very functional for people working in traditional crafts, which is still possible in modern women's work, and this is an important design element in this subject collection. These pockets and structures inspired the subject to learn how they were put together, combine them with the design ideas and experiment with garment construction on the mannequin, and from this experimentation the design developed some of this garment constructions, the combination of the pocket construction with the silhouette was the initial design idea, and the researchers of this article have drawn many designs using or combining different pocket constructions.



Fig.2 Pocket Research

The early sea wife people often lived in the wetter and colder coastal regions, their bodies were bulky, their clothing was layered and thick, and the silhouette of the garment appeared to be wide, whereas in modern clothing styles and habits, a wide silhouette tends to give the body a sense of freedom and comfort, and is more likely to be chosen for women's everyday clothing. Form the concern of safety, the study researched the early marine women's Sea clothing. As well as some romantic, complex and diverse characteristics of women's swimsuit, women's marine clothing and Asia “Ama” women's clothing at that time[3]. It’s found that even in their work clothes, there are delicate places that make women's work life full of fun.

#### 2.4 Other Brands Study and Comparison

According to the general direction of this project, researchers have studied some clothing brands of marine industry to make reference for research.

At first, the researchers read Thornton Bregazzi's preen[4], and it’s found that his clothing works are full of soft and curved characteristics. And also associated with many retro features. At the same time, Richard Quinn's clothing works also give a lot of inspiration, including bold elements. Besides, it can be learned from Lina Hoschek's designer is the color matching characteristics. They use colors and fabrics consistently and harmoniously. The appearance characteristics of clothes are retro, feminine and romantic. In addition, Molly Goddard's clothes look younger and energetic, and its contour, fabric and color combination are more energetic and neoteric. Consequently, Simone Rocha's[5] style has a quiet but beautiful and complex feeling. These brands help to rethink about the article subject, and the investigator had a clearer understanding of the style of the projects.

#### 2.5 Vintage Coastal Pattern and 2d Design

Furthermore, in order to express the femininity and romance in the project design, in the article

design work, the designer chooses to deal with the fabrics of clothes in the form of various prints. In fact, the most visual colors and patterns on fabrics can bring the most intense style experience to the audience. Secondly, it is worth noting that in the neighborhood of sailor's clothing, individuals cannot ignore the types and styles of stripes on it. As is known to all, stripe is a classic feature of clothing fashion in the 20th century. It is closely related to women's various sailing activities. Stripes were first found in the uniforms of French military sailors because they could help characters find sailors falling into the water more easily. Reading the literature found that in 1846, Queen Victoria of England inadvertently created a fashion trend because her four-year-old son Albert Edward wore a sailor suit and boarded the royal yacht. Other literature shows that people's fashion fascination with stripes originates from a clothing brand called Marini. In the neighborhood of fishery, in the clothing of fishermen women, their skirts usually have regular vertical stripes with equal thickness and spacing, usually a combination of black and white, red and white, yellow and white, blue and white, and they match two layers of stripes of different colors with each other. Therefore, on the basis of using this feature, the designers drew stripes with different characteristics with watercolor paint, and the edges of the stripes were painted with sailor's marks to express the feeling of marine nationality and Romanticism in the theme of the project. This subject used these watercolor texture stripes to combine with each other to create two pattern features. Finally, the design work used these two patterns features as the background material for the new design.

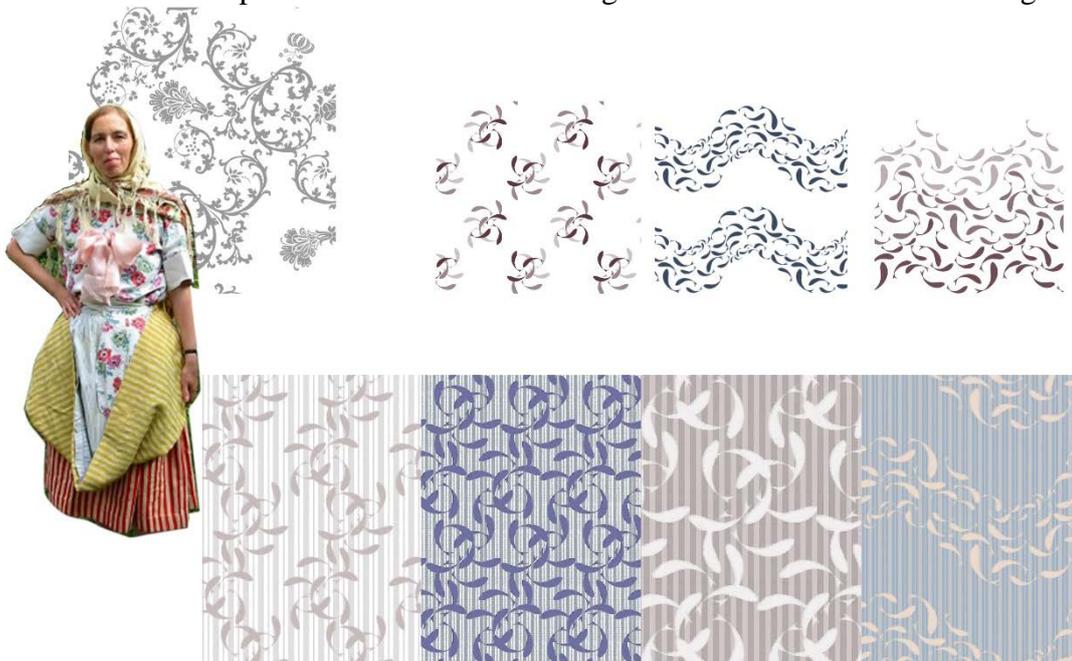


Fig.3 Pattern Design

### 3. The Experiment in Garments and Achievements in Scientific Research

#### 3.1 Pattern Design and Experiments

During the literature review, it is found a concept of herring women, a group of women who had to work with herring from a very young age to make a living. The designer drew an army of inspiration from the daily life of these women, and then created some fish patterns on the clothes with different painting styles, and considering drawing water stains that left traces on the fabric of the clothes, as well as a vague sense of style, that is, the designer used different combinations of fish patterns to choose the best one, they are combined with the pattern of stripes. In the second stage, the investigator studied many printing patterns of women's clothing in the early 20th century in the V & A museum, and observed how the printing elements matched to form patterns at that time, and how the traditional classical patterns combined to form a good feeling. It is worth noting that some patterns often appear in a variety of loose elements. The project design used this more traditional combination to arrange its clothing pattern drafts, arrange the fish shape patterns into

different combinations, and then combine these patterns with stripes to create new designs. Finally, several groups of different pattern patterns were obtained.

The pattern used a curved fish, which is inclined to the image of dynamic forms, combined with the stripe pattern drew earlier, and made several groups of combination patterns. Finally, after a series of thinking, the designer chose a group of patterns and matched them with combined patterns, and also made some practical use of women daily clothes.

Later, the experimenter tried to draw the final pattern on different clothing fabrics. Because most fabrics used by individuals engaged in the marine industry tend to be inelastic, and it is best to have a certain thickness, toughness and weight.

### 3.2 3D Work Design and Test



Figure 4. Completely detailed clothing designs

This is also in line with the needs of people living on the beach at that time, but in reality, now characters prefer comfort and environmental protection elements. Accordingly, more environmentally friendly fabrics were chosen. In addition, considering the practicability of this dress, the designer chose a harder and translucent yarn fabric to match the major fabrics, and also selected some fabric samples for pre-test before ordering. It was found that the effect was slightly different. The translucent effect of gauze was a little restrained in the final result. Finally, after comparison, leather fabric was decided. Secondly, the project also explores the possibility of combining multiple colors and patterns. The designer tried to combine complex patterns and multiple colors on one dress in a fresh and beautiful way. Each item of different clothing suits can also be worn with other suits. The target audience of this dress is healthy and strong women, who were usually engaged in manual work. Therefore, the structure of the garment is simple and practical for this group. It also contains romantic, feminine and lively elements. They can combine and match these clothes to create their own style. After decided on the final design, the designer began to use white as the major color tone to make the clothes designed. Later, the designer made some changes to the shape of the final copied pattern and decided to include three WC kits in the final clothes. However, the clothes still lack details, highlights and smoothness, because it is difficult to combine project design structure with pocket. In the third design work, designer kept the dress pattern complete and gave up the pocket design. This makes the clothes lack some interesting and subtle details.



Figure 5. Project garment series

Specifically, speaking of the last design dress, in order to make the printing render well on the clothes, it used the drawing software to draw and cut the position of the pattern on the printing on the computer in advance, and it also left some fabric margin. It reordered two pieces of cloth, which were not large enough in shape, size and length to give a more complete final result. Later, this design would try to combine these printing, patterns and other materials, such as flocking transparent fabric, laminated laser fabric, combining printing with structure, etc. To sum up, when formulating clothing projects, designers should more fully consider the possible difficulties and problems, test fabrics, fabrics and pattern combinations in more types and forms, and study and design process details at the early stage of the design process in the process of clothing selection, so as to finally complete the clothing with good overall effect. The project should also keep more detailed notes and worksheets all the time, and finally adjust them as the project progresses.

The first set includes a long sleeve jacket, a dress, a corset and a small handbag with a belt (another accessory was put down during the demonstration). The second set includes a long sleeve jacket, a structured vest and a structured corset. This design added a belt at the waist for demonstration. The third set includes a vest, a long skirt and an outer bra.



Fig.6 Garment Series Photography

Alternatively, this subject did a good job in the appearance of real archive garment pocket construction and derivative design others, and the designer have achieved successful print results when compiling 2D materials later.

#### 4. Conclusion

Through the study on the dressing and living habits of the first generation of professional women, this paper provides an innovative assumption and reference project for the fashion design of contemporary professional female. Professional clothing helps women to construct a more suitable female professional image. The identity information carried by them and the nature of specific groups is effective ways for professional women to gain social recognition. Today, when gender equality in the workplace is further fully constructed, the fashion design of professional women should not only adapt to the dressing requirements and TPO principles in the workplace, but also emphasize the importance and irreplaceable role of women in the male-dominated workplace by means of clothing. So that the female group in the professional society could retain the femininity at the same time obtain the equal status.

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