



“ENTHUSIASM”- CASUAL STREET WEAR COLLECTION FOR SRI LANKAN LADIES, INSPIRING CANCER CRAB ZODIAC ART

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The project explores the impact of clothing on enhancing emotional well-being and self-esteem among cancer survivors, particularly young women in Sri Lanka. The study utilized a mixed-method approach, incorporating both qualitative and quantitative data. An online survey was conducted to gather insights into the clothing preferences and emotional needs of cancer survivors. The data collected informed the development of conceptual and design approaches for a casual streetwear collection. The survey results indicated that clothing plays a vital role in providing comfort and fashion, significantly boosting emotional well-being and self-esteem.

The "Enthusiasm" collection draws inspiration from Cancer crab zodiac art, symbolizing new beginnings and resilience. The designs feature patchwork and hand-painting techniques, creating unique silhouettes with motivational quotes and colour combinations aimed at transforming negative emotions into positive perspectives. The collection combines functionality with aesthetics, catering to the emotional and physical needs of cancer survivors. The research stages included data collection, analysis, design conceptualization and prototype development. Findings were interpreted to highlight the significance of clothing in emotional recovery, demonstrating a positive correlation between personalized fashion and improved mental health.

In conclusion, the "Enthusiasm" collection not only offers fashionable streetwear but also conveys a positive message of strength and renewal. It serves as a testament to the transformative power of clothing in promoting self-esteem and emotional well-being among young female cancer survivors. This research contributes to the fields of textile technology and fashion psychology, offering original insights into the role of fashion in emotional healing. The study underscores the importance of integrating color psychology and motivational elements into fashion design to support mental health recovery.

Keywords: Cancer survivors, Casual streetwear, Colour psychology, Positivity

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INTRODUCTION

Cancer survivors face a unique set of challenges, including physical and emotional difficulties. Cancer treatment can last for an extended period, and during this time, individuals may struggle with their life and to be with personal preferences as well. Awkward hospital gowns and the physical effects of chemotherapy can make dressing a challenging task. However, after the recovery from cancer, survivors need “New beginning of life” with more comfort, and fashionable thoughts may help to relax and resume their lives.

Clothing has a profound effect on our thinking, and colours can influence our emotions. Colours found in nature have been shown to have a positive impact on individuals, protecting them from negative emotions and providing them with a burst of energy. Cancer survivors need clothing that not only meets their practical needs but also boosts their emotional well-being. A comfortable and stylish clothing collection can help survivors to feel confident and empowered as they move forward.

This project aims to introduce a ladies casual streetwear collection for Sri Lanka that meets the needs of cancer survivors. The inspiration for this fashion collection is Cancer crab zodiac art. The term "Cancer" was first used by the Greek physician Hippocrates to describe tumours resembling a crab, from the Greek word "Karkinos," later adopted into Latin as "Cancer." The zodiac sign Cancer, symbolized by a crab, shares this imagery. In astrology, Cancer is associated with water and traits like sensitivity and intuition, often depicted in art with crabs or sea creatures and colours like blue and silver. Despite the shared name and symbol, cancer as a medical illness and the zodiac sign are distinct concepts. Start your day positively by surrounding yourself with bright, vibrant colours in clothing and accessories to boost the mood and energy. Incorporating these colourful inspirations into your morning routine can erase unpleasant memories and promote a more productive day.

METHODOLOGY

The fashion needs of cancer survivors were assessed through customer surveys and analysis. The target demographic for this collection was young urban Sri Lankan women aged 15-25, both married and unmarried, with a propensity for fashion spending. The problem was explored using survey data and an examination of available market products to address the fashion needs of cancer survivors. The collected responses were analyzed to guide concept development, design approaches and material selection.

Market research was conducted to evaluate the availability and suitability of casual streetwear for cancer survivors in Sri Lanka. This involved identifying key fabrics and styles that meet the comfort and practical needs of this demographic, along with understanding their specific clothing preferences, challenges and emotional needs post-treatment. Product analysis involved reviewing existing products designed for cancer survivors, focusing on comfort, fabric quality and design elements that support physical and emotional well-being. Additionally, trend research and innovation were studied through global networks to understand upcoming trends in adaptive and therapeutic clothing, identifying opportunities for innovative design solutions.

In Sri Lanka, there is a notable gap in the fashion industry for designing collections tailored specifically for cancer survivors, particularly in ladies' casual streetwear. Currently, no local brands cater to this niche market, presenting a significant opportunity. Suitable clothing options include natural fibres such as cotton, linen or bamboo for breathability and gentle contact with sensitive skin, as well as loose-fitting garments for comfort.

Casual streetwear, originating from street cultures like skateboarding and hip-hop, merges casual and athletic styles with an urban edge. It features comfortable items such as hoodies, sweatpants and



sneakers, often with bold designs and prominent brand logos. This global fashion trend values comfort, individuality and self-expression, allowing people to showcase their unique personalities. Selecting the right fabric is crucial for comfort and mood with soft, breathable materials being ideal. Linen is an excellent choice due to its breathability, moisture-wicking properties and lightweight texture becoming softer and more comfortable with use. Both shell fabric and lining in linen ensure a pleasant wearing experience. Trims include invisible and visible open-end zippers, plastic buttons, metal D-buckles and elastics. Patchwork, pleating and hand painting are unique and creative ways to add meaning and inspiration to these items. Figure 01(a) shows the selected inspiration for concept and design developments, and Figure 01(b) displays the shapes and forms analysis of the inspiration and design development steps. Figure 02 presents fashion illustrations for six final designs.



Figure 01: Inspiration cancer crab zodiac art (a) and concept & design developments (b)

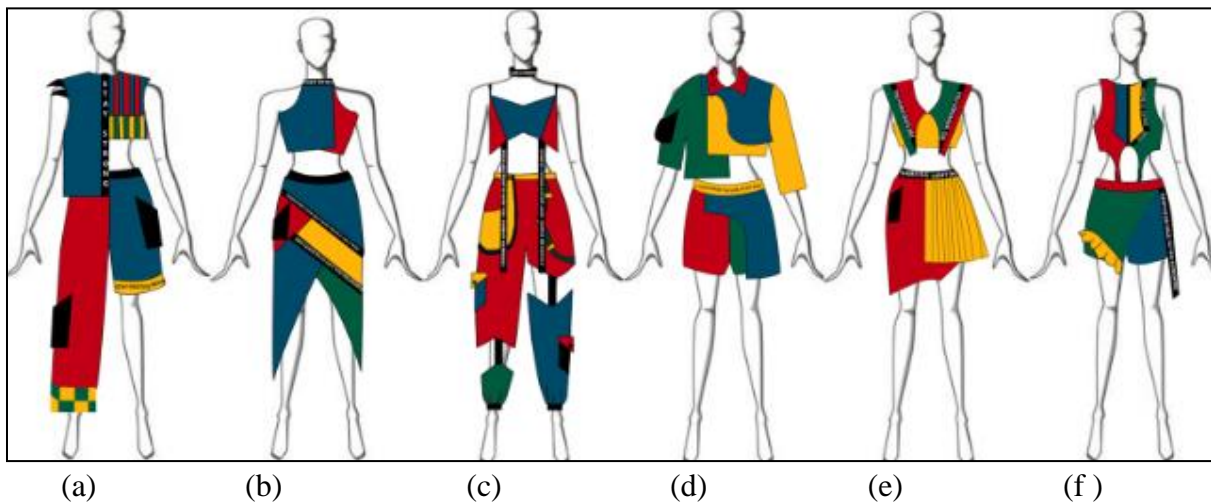


Figure 03: Fashion illustration of six looks of the fashion range



RESULTS AND DISCUSSION

According to the customer survey, cancer survivors are actively seeking a sense of normalcy and are enthusiastic about exploring new fashion trends. Behaviorally, they shop twice a month, have a keen interest in fashion and jewelry and enjoy reading fashion magazines. This insight guided the final designs which blend modern streetwear aesthetics with functional comfort tailored for cancer survivors. Each design incorporates unique shapes and lines inspired by Cancer Crab Zodiac art, emphasizing comfort, flexibility and a touch of playfulness.

The crop shirt with a separable collar and fancy shorts features a relaxed fit and detachable element, offering versatile styling options. The strapped crop top paired with a frill patchwork skirt combines a fitted top with a playful, worded strap and functional pockets, emphasizing ease of movement and trendiness. The asymmetrical top and pants incorporate dynamic lines and pleats, providing a contemporary look with practical storage through pockets. The sleeveless top with hot shorts includes one leg frill and a worded strap, adding asymmetrical interest and youthful energy. The tank top with a flat collar and a half flare, half tight skirt balances structure with fluidity, enhancing the silhouette with contrasting fits. The double-sided wear tank top and patch-pocket pants offer versatility and additional storage with detachable balloon pockets for added functionality.

The silhouettes are designed to be comfortable and adaptable, incorporating vibrant colours and practical details such as adjustable straps, pockets and easy closures. These choices aim to support the physical and emotional well-being of the wearer, ensuring they feel confident and stylish. The use of bright and vibrant colours in clothing and accessories fosters enthusiastic and positive feelings. Colours can significantly impact mood and energy levels, helping wearers feel more positive and optimistic. By incorporating these colorful inspirations, the designs aim to uplift the wearer, creating a positive start to the day and mitigating unpleasant recollections.



Figure 03: Six final design outfits with live modelling photographs

Figure 03 shows the photos of six designs of finally developed street casual wear fashion collection, Figure 03 (a) to (f) shows the different looks in fashion range and design details as follows,

Look (a): This asymmetrical outfit features a top with a unique applique, separable collar and open-end zipper. The pant has a one-side short and one side pant design. with unique pockets



and patchwork on the bottom hem. Both pieces are inspired by the crab, representing strength and resilience to overcome adversity.

Look (b): The loose fitted silhouette of the skirt brings to accentuate the figure, while the pointed hemline adds a playful touch to the overall design. The high neck sleeveless crop top complements the skirt by adding a touch of elegance and sophistication to the outfit.

Look (c): The wording strap can be worn in multiple ways, allowing for a personalized touch to the outfit. The cut-out pant includes unique design elements such as separable front pockets. Both pieces incorporate and hand painted motivational quotes emphasizing the positive message and uplifting spirit of the collection.

Look (d): This sleeveless top is paired with hot shorts featuring a frill on one leg and a D-ring on the waistband. The wording strap adds a touch of modernity to the ensemble, The design is resilience and positivity in the face of adversity. Particularly for young women who have fought and overcome cancer.

Look (e): The crop shirt with separable collar adds versatility to the outfit, allowing the wearer to switch up the look as desired. The quotes of motivation are hand painted on the waistband and separable collar add a personalized touch to the outfit, promoting a positive message and uplifting qualities.

Look (f): A tank top with a separable collar with half-flare and half-tight skirt unique hemline skirt embody strength and resilience. The design offers comfort, fashion and a positive message to inspire young women. Design combination of comfort, fashion and colour with a positive message that promotes a boost of enthusiasm for young ladies.

CONCLUSION/RECOMMENDATIONS

Design and product development of this project successfully overcome with several issues confronted with. As per the design, get patchwork look with different colour blocking techniques and fit and size; quality issues come with pattern cutting as well as sewing inserting several thread colours matching with fabric colours in the collection. Moreover, fit and sizing discrepancies can arise from improper measurements or pattern adjustments. These issues are solved by setting actual size muslin photolyte of the design before preparing the final look. Incorporating multiple sewing machines, each pre-threaded with different colours minimizes downtime and allows seamless transitions between colours, maintaining the garment's aesthetic integrity. Final achievement of six designs is highly tough with the objectives of the project and produces fitting well and looking as intended. This practice helps ensure new avenues to formulate further research as well.



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