

ART AND FASHION BY FINISHING PROCESS ON DENIM/COTTON FABRIC

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ABSTRACT

This work presents the results obtained in an innovative finishing process of a 100% cotton denim fabric through a redox system-corrosion using some powerful chemicals, namely sodium sulfoxylate (SFS) and thiourea dioxide (TD) used in isolated chemical formulations. The results reached in a new process of color corrosion, carried out manually with inspiration sources in contemporary art, especially the painting, with great add value for denim fashion cloths.

INTRODUCTION

For decades, jeans have been known as a fashion product widely used. This clothing article is possibly the most "democratic" or popular fabric of the history of clothing, since clothes people of all ages and social conditions. In fact, jeans are considered to be an icon of fashion clothing (Catoria, 2006). It is well known that the fashion industry has of high economic potential; it is appropriate to seek ways to revitalize jeans and help to maintain the success and its permanence in the fashion market.

A particular attention was done to design details of jeans, namely in the use of contemporary art as a source of inspiration. Art and fashion complicity are vital to express of human needs. These two areas have in common the novelty, aesthetics properties and the *modus operandi* (Mumford, 1986). Art and sustainability values denotes the objects and uniqueness, so sought after attributes in garment products sets all this only adds value to the jeanswear

Usually, the improvement of jeans aesthetic characteristics are done during washing stage by different finishes processes (Martelli & Petrin, 2008). They can be physical or chemical or can combine the both approaches. In present work, we intent to discuss the development of novel jeans that can be positively differentiated from other on the Jeanswear universe. Thus, the color corrosion by reductive chemical finishing processes with sodium sulfoxylate (SFS) and thiourea (TD) dioxide was tested at different temperature conditions and the results were compared in terms of visual effect. They are, as well, objectively compared in terms of color difference (Silva, 2009).

RESULTS AND CONCLUSIONS

Two different chemical surface modifiers were tested in jeans finishing with interesting results. The reduction of indigo in surface of cotton materials used in confection of jeans was analyzed using sodium sulfoxylate (SFS) and thiourea dioxide (TD). The best results in