



## Editorial V.13 N.30

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Plural, a word that invites an expansion of the diverse/different being and the multiplicity of forms/ideas is the theme of this Variata edition, the result of the work developed with the Graduate Program in Fashion (PPGMODA), from the State University of Santa Catarina (UDESC).

Opening the section, Alessandro Mateus Felipe, Sandra Regina Rech, Icléia Silveira and Lucas da Rosa talk about the transformations, coming from the post-industrial revolution period, that continue to echo in our current society, allowing advances in the area of technology, production and consumption of products in different segments, in particular, fashion. The work proposes to understand the use of the fashion lab space by fashion designers.

Fashion editorials as a communication strategy for brands are addressed in the research by Letícia Casagrande Dal Bello, Murilo Scoz, Lucas da Rosa, Icléia Silveira and Sandra Regina Rech. The text, the result of a bibliographic review, presents an overview of consumption and fashion communication, as well as an explanation of what editorials are, how they are made and what they are for.

The third article, Renda Renascença and Renda Irish: contexts of production in artisans' associations in northeastern Brazil, is by Márcio Monticelli Albani, Icléia Silveira, Sandra Regina Rech and Lucas da Rosa. The work identifies the contexts of production of Renaissance and Irish lace in the artisans' associations of São João do Tigre, in Paraíba and of Divina Pastora, in Sergipe.

The investigation by Tatiane Schneider, Icléia Silveira, Lucas da Rosa, Sandra Regina Rech and Monique Vandresen verifies the impact of the side effects of breast cancer

treatment in relation to the woman's self-image, especially when the side effects of the treatments begin to be senses.

And, finally, Vanessa Mazzocchi Koppe, Neide Köhler Schulte, Sandra Regina Rech and Icléia Silveira rescue Hundertwasser's Theory and outline their relationship with the Slow Fashion movement, through the relationship between behavior trends; between the artist Hundertwasser and the Slow Fashion movement. The aim is to understand how fashion influences personal attitudes and how it has contributed to the great changes in the current market.

Faced with so much diversity of research topics, I conclude this edition wishing you an inspiring reading and paraphrasing Montaigne, who said that "there were never two exactly the same opinions in the world, neither two hairs nor two grains: the most universal of all qualities is [plurality]".

Best wishes for an inspiring reading!