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### **Designul contemporan al podoabei vestimentare: identitate și limbaj vizual**

*Contemporary design of clothing adornment: identity and visual language*

In contemporary design, adornment – including in its clothing form – has gradually transcended its function as a decorative accessory, becoming a vehicle for artistic and cultural reflection. Recent transformations highlight how the relationships between form, material and meaning have been reconsidered, favoring the integration of interdisciplinary influences from the visual arts, conceptual design and new technologies. Thus, adornment is no longer perceived simply as an ornament, but as an expressive object, capable of transmitting ideas, values and perspectives on contemporary society, functioning simultaneously as a message and experience. This extended functionality creates a reflexive space in which the interaction between the creator, the wearer and the cultural context becomes essential for the meaning of the object.

Current artistic approaches are distinguished by a critique of tradition and by the exploration of formal solutions in which concept and discourse prevail over pure decoration. The diversification of visual languages is accentuated by experimentation with alternative materials, innovative structures and digital processes, and clothing adornment acquires an essential role, situated at the intersection of the body, the object and the textile surface. In this context, the object integrates organically into the visual construction of the outfit, generating complex aesthetic experiences in which form, texture and bodily movement are harmonized.

Contemporary designers thus conceive coherent visual systems, in which adornment becomes a means of identity expression and a subtle instrument of symbolic communication. The resulting formal language reflects a continuous dialogue between artistic intention and cultural context, and integration with the body and clothing structure becomes a central element of the composition. Through these developments, contemporary adornment – including clothing – takes shape as an active cultural object, capable of interpreting, mediating and reflecting the aesthetic and conceptual changes of the contemporary world.