

## ABOUT ROLES AND TRENDS

*Interview of Mr. Vincenzo Rialdi, CEO of Vevy Europe*

Fashion is the present usage, the way, the more or less lasting custom of living and behaving: this sentence is so stated in, the authoritative dictionary of the Italian language, by "Zingarelli".

Academically, this definition is unexceptionable. A practical possible definition could be: fashion is a hidden short-lived power that forces us to parade / manners, needs, behaviours of which -in other times- we could also be ashamed.

Many factors play a part in the complex mechanism that rules the beginning and development of a fashion.

Very often, the main mover is the end consumer who has the following ambiguous and double role:

the end consumer is a "stimulating party", since he or she is longing for latest trends, for marks of distinction and of identification, and in the same time - he/she is a "subject", since he or she uses what has been specially created to satisfy his/her wishes or dreams, but in many cases he or she is not fully satisfied as for quality and disbursement are concerned, but is quite satisfied because of grounds concerning image.

Let us just think of Quality. It is pure selection, seldom considered for what it really represents and it too much often is not involved in designing trend goods, the requirements of which are so depreciated. Acceptance of non-Quality by a user twice is harmful because this behaviour promotes flimsiness and handicaps the improvement process; this carelessness falls on the same user and makes, him/her the unaware author of his/her own damage.

To make fashion substantial, Quality is needed. To have Quality, a lot more than good sense and will are required: education and awareness of Quality are needed. After having got and developed the education and awareness of Quality it is also needed to transmit, spread it and fully absorb/intrigue the persons who use a product as well as attending ones to achieve the related project/design.

Now, the role of each mover participant emerges and is outlined. To have a role means to be obliged to perform well-defined jobs and to be fully, irremissibly responsible for them. Respect for roles is at the base of Quality education and awareness.

Therefore let marketing operators to have role to study needs, competition, weak signals and target; let creatives to have the role to find ideas how to attract and convince users by giving an image fit for the product, but chiefly let producers of base materials and technologies to have the role to study in detail components, by offering to them definite guarantees, and let designers to have the role to combine needs, mandatory requirements and reliability, with full advantage of products that so could fall into line with fashion without giving in towards compromises, often endangered by possible risks and without sufficient guarantees.

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*English translation of the interview:*

*"Dei ruoli e delle mode" - Cosmetic Technology 2010, Vol 03 pp. 11*

These preliminary remarks are basic requirements to aim projects and products at being:

- safe, so that they offer full guarantees not to cause harm;
- effective, so that they meet their promised and expected requirements;
- stable, so that they do not change, and do modify their characteristics after some time.

Still it is to be fully assessed whether such unavoidable characteristics can go well with an already suggested trend it is certain that, if these characteristics were always set in design phase, trends could be conceived on a lot more sound bases, so giving, among various advantages, a more constant, substantial and lasting relationship with users.