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The Context of Use and Meaning of Colors in Handbags

Assoc. Prof. Ítalo José de Medeiros Dantas
Federal Institute of Rio Grande do Norte, Brazil
Alice Jennifer de Santana
Federal Institute of Rio Grande do Norte, Brazil
Jéssica Cristiane de Medeiros Souza
Federal Institute of Rio Grande do Norte, Brazil
Marcos Daniel da Silva Oliveira
Federal Institute of Rio Grande do Norte, Brazil
Rafaela Patrícia de Araújo
Federal Institute of Rio Grande do Norte, Brazil
Thalita Mikaela Lucena de Oliveira
Federal Institute of Rio Grande do Norte, Brazil
Assoc. Prof. Poincyana Sonaly Bessa de Holanda
Federal Institute of Rio Grande do Norte, Brazil

Abstract

Over the years, fashion products have appeared as a reflection of sociocultural thoughts. The visual configuration of products reflects what consumers feel and think, making them part of a collective while simultaneously individualizing them. Handbags, in this context, as a consumer product, are no different. These products are shaped so that, when used, they reflect a series of consumer desires, which send a message to their peers. Color, in the symbolic configuration of the bags, is part of a communication process that helps deliver different messages, making a product more accepted on certain occasions than others. With that in mind, this article aims to identify the meanings and contexts of use related to handbags in five different colors. To this end, a virtual survey was conducted with 94 Brazilian women aged over 18 years. The results demonstrate that colors and visual elements greatly influence when choosing bags. These colors can have different meanings according to each woman's perception.

Keywords: Fashion Image, Colors, Colorimetry, Bags, Fashion.