



Visualization of the Goddess Hera Character as a Fantasy Dress with the Saviors Theme

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Abstract. Fantasy dress refers to clothing created through imagination or inspiration, often resembling original objects or ideas. These ideas typically stem from mythical figures such as the Goddess Hera, renowned in Greek mythology as the queen of the goddesses. Hera's regal character inspires fantasy dress designs, aligned with themes like "The Saviors," highlighted in the 2023-2024 Indonesian Fashion Trend Forecast by the Indonesian Fashion Chamber. This research explores how Hera's character can be visualized through fashion design, employing a practice-led research approach. Findings reveal two interpretations: a feminine depiction using soft materials, ruching techniques, and gold accessories, and a masculine portrayal featuring structured capes, sturdy fabrics, and cobalt blue accents. These interpretations illustrate Hera's dual feminine and masculine aspects within the context of "The Saviors" theme in the Indonesian fashion forecast for 2023-2024.

Keywords: Goddess Hera, the saviors, feminine & masculine, fashion trend.

INTRODUCTION

Fashion is a familiar term, playing a significant role in people's lives. Generally, it refers to trendy clothing or styles (Nisak & Sulistyowati, 2022). With the passage of time and technological advancements, the fashion industry has seen rapid changes in designs and manufacturing techniques. Individuals from diverse backgrounds are keenly interested in fashion developments and eagerly follow current trends (Rita & Jeny, 2018). Fashion evolves based on individuals' preferences and designers' creative expressions through their creations. Accepting fashion trends within society hinges on timely factors, necessitating designers' awareness of prevailing trends to ensure their work resonates with the public. Moreover, fashion trends in Indonesia are heavily influenced by European and Asian cultural elements, which is evident in both design aesthetics and material choices (Pratiwi & Sugiyem, 2023).

The analysis of fashion trends at a specific time is conducted by fashion forecasters, whose role involves predicting future trends in models, colors, materials, and styles based on intuition and supported by real-world analysis (Santika & Zahra, 2021). In Indonesia, the Indonesian Fashion Trend Forecasting initiative involves a collaborative effort among experienced industry experts, practitioners, and academics in the creative sector. This group regularly releases trend predictions through seminars. For the 2023-2024 forecast, the Indonesia Fashion Chamber has introduced "Co-Exist" as a prominent theme. This theme reflects a response to the global COVID-19 pandemic, emphasizing the importance of human interconnectedness and mutual support for survival. It underscores themes of collaboration, empathy, and inspiration as essential elements influencing contemporary fashion trends in Indonesia.

The concept of "Co-exists" emerged from people's perceptions and mindsets shaped by the impact of the pandemic, categorizing consumers into four groups: The Survivors, The Soul Searchers, the self-improvement, and The Saviors. The Survivors group embodies optimism and resilience in overcoming limitations and challenges. Vibrant colors,

reusing and upcycling old items into new designs, and incorporating large floral or abstract patterns alongside geometric motifs characterize their attire. On the other hand, The Soul Searchers focus on achieving emotional balance through solitude in serene environments. Fashion aligned with The Soul Searchers theme emphasizes flowing, loose styles and lightweight fabrics and is often associated with soft pastel hues (Midiani, 2022).

The Self Improvers theme portrays individuals driven by enthusiasm to enhance their skills through cyber exploration and experimentation. Fashion associated with this theme features unconventional silhouettes, vibrant colors, and futuristic designs that diverge from everyday norms. Conversely, The Saviors theme highlights individuals who actively assist others during challenging times. This inspires clothing designs characterized by bold, sporty aesthetics, incorporating masculine colors with hints of gray and cobalt blue. The Saviors' courage is reflected in refined military-inspired designs, featuring flexible silhouettes and materials that conform to the body while maintaining a striking appearance. These four thematic groups for the 2023-2024 fashion trends offer rich possibilities for creating clothing with unique and diverse aesthetics, including fantasy dress interpretations.

Fantasy dress refers to clothing created through imagination or inspiration, often resembling original objects or ideas (Hamid, 2021). The creative sources for fantasy dress are diverse and can draw from flora, fauna, inanimate objects, fictional characters, or modified existing costumes (Dahriyah & Puspitasari, 2023). These outfits are typically designed for characters that do not exist in everyday life, such as angels or gods. Greek mythology, renowned for its gods and goddesses, features Goddess Hera prominently as the wife of Zeus. She is celebrated as the queen among goddesses, known for her golden throne and renowned beauty (Okan & Kortanoglu, 2021). In Greek mythology, Hera is depicted as a figure of beauty and grace, endowed with extraordinary powers to control the weather and nature while symbolizing family protection and happiness (Vantax, 2023).

Trends are closely intertwined with fashion, necessitating designers' understanding of design and style to distinguish their creations (Renaningtyas et al., 2020). Designers must align their clothing creations with market desires and needs, as determined through fashion trend forecasting. This practice opens up new global markets, strengthens international fashion trends, and optimizes company profits by mitigating costs associated with overproduction due to low consumer demand (Koren & Shnaiderman, 2023).

The Goddess Hera is an ideal inspiration for creating fantasy dresses, particularly in alignment with the theme of The Saviors in the 2023-2024 Indonesian Trend Forecasting. Developing fantasy dresses themed around The Saviors aims to introduce garments that resonate with consumer preferences, enhancing market appeal. This scientific article aims to demonstrate how fashion trend forecasting can be integrated into creating fantasy dresses, analyzing the feminine and masculine aspects of Goddess Hera's character, visualizing her persona through fantasy dress designs, and developing fashion designs that authentically reflect her character traits.

METHOD

The Practice-led Research method, which is practice-oriented, integrates creative practices, methods, and outcomes into a research framework (Ananda et al., 2022). This approach aims to create work through a structured creative process guided by scientific procedures. Unlike traditional research, where the work exists prior to the research, Practice-led Research involves collecting data and theories and engaging in design processes to inform the creation of the work (Pratiwi, 2023).

There are four key stages in the Practice-led Research method for creating work: preparation, imagination, development of ideas, craftsmanship, and final results. **FIGURE 1** illustrates designing a fantasy dress using the Practice-led Research method.

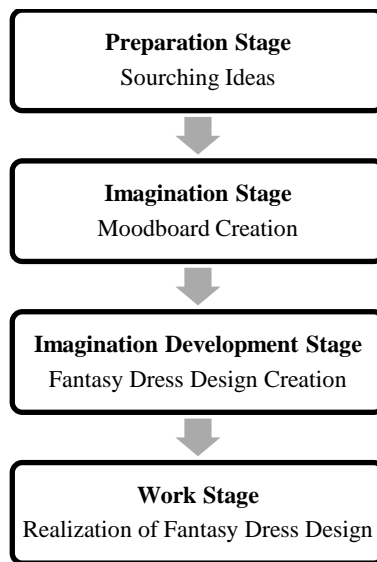


FIGURE 1. Research Stages.

1. **Preparation Stage**
To obtain a fantasy dress that suits the characteristics of Goddess Hera, researchers need to explore stories, actions, events, and everything related to Goddess Hera (Hirvonen, 2023). At this stage, researchers collected data from a literature study to obtain comprehensive information about the Goddess Hera.
2. **Imagination Stage**
A mood board is a visual display of images, text, and examples of objects in a composition based on a set theme (Takkharani, 2023). A mood board is essential for a fashion designer to imagine the design that will be created through a collection of images that have been compiled (Ahsan et al., 2023). At this stage, the researcher creates a mood board from the data that has been collected.
3. **Imagination Development Stage**
After arranging the concept on a mood board, the next stage is communicating the concept in a fashion illustration.
4. **Work Stage**
The final stage is the construction process. This process will result in the realization of a fantasy dress with the source of the idea of the Goddess Hera. Then, an analysis of the feminine and masculine characters of the fantasy dress that has been made will be carried out.

RESULT AND DISCUSSION

Character and Typical Characteristics of the Goddess Hera

The Goddess Hera, as seen in **FIGURE 2**, is often associated with the peacock and depicted with its feathers, stemming from a mythological tale. Hera's servant, Argus Panoptes, possessed a hundred eyes and was slain by Hermes under Zeus's command. In homage, Hera placed Argus's eyes on the peacock's tail. Besides the peacock, Hera is linked to the pomegranate held in her right hand, symbolizing fertility, eternity, and marital happiness. In her left hand, she wields a staff representing power. As Queen of the Goddesses, Hera embodies both feminine grace and masculine leadership qualities. The interplay of these feminine and masculine attributes inspires the design of fantasy dresses, explored in detail in **TABLE 1**.



FIGURE 2. Visualization of the Goddess Hera

(Source: [blogspot.com](https://www.blogspot.com))

TABLE 1. Characters describing the Goddess Hera.

No.	Feminine	No.	Masculine
1.	Graceful and beautiful with a gold crown and luxurious and beautiful clothes.	1.	Strong and firm, Goddess Hera does not hesitate to make decisions and dares to fight to protect her rights.
2.	Describes the figure of a mother and protector who maintains the integrity of the family. Goddess Hera is a symbol of affection and care as a loving mother.	2.	Do not hesitate to give punishment to those who break the rules.
3.	Loyalty and commitment to the marriage bond.	3.	Having extraordinary power and authority, the Goddess Hera occupies a high position in the Greek Gods and Goddesses hierarchy.
		4.	She was solid and persistent in performing her duties as queen of the Goddesses.

(Source: www.ruangharian.com)

Development of Fantasy Dress for the Goddess Hera

The development phase is pivotal in translating Goddess Hera into fantasy dress designs. Researchers undertook three key stages: first, creating mood boards and gathering visualizations of Goddess Hera and relevant fashion references. Second, the design should be based on the prepared mood board. Finally, the design should be realized as a product, and Goddess Hera's feminine and masculine characteristics should be analyzed as visualized in the fantasy dress designs.

Creating a Mood Board

Researchers gather various sources of inspiration that will serve as references for designing a fantasy dress. These sources, related explicitly to visualizing Goddess Hera, are compiled and organized into a mood board. This mood

board will guide the design process for creating a fantasy dress themed around The Savior, drawing inspiration from Goddess Hera.

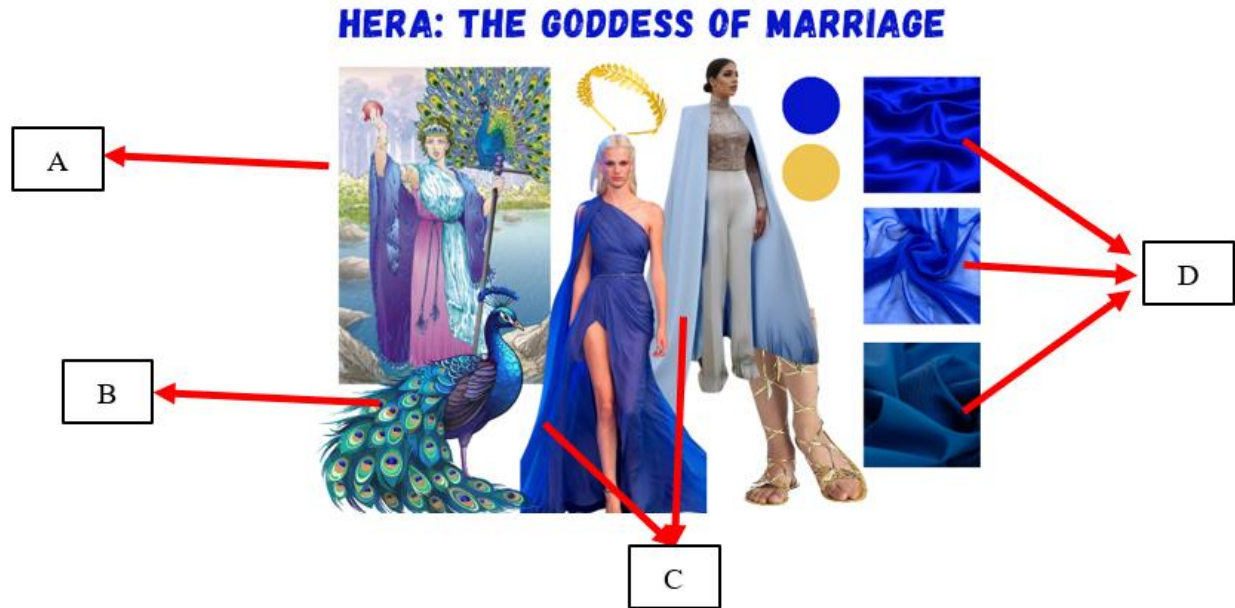


FIGURE 3. Mood board of the Goddess Hera.

- A) Visualization of the Goddess Hera as a source of ideas.
 In visualizing Goddess Hera for the fantasy dress design, several elements will be considered, such as pleated and draped clothing styles characteristic of Ancient Greek attire and accessories like footwear, headdresses, and belts with gold leaf shapes that impart a luxurious feel.
- B) Peacocks are regarded as sacred animals by the Goddess Hera.
 In designing the fantasy dress, peacocks will be represented through a color palette typical of their plumage, including cobalt blue for the dresses and gold for the accessories and millinery. Cobalt blue also aligns with the theme of The Saviors in the 2023-2024 Indonesian Fashion Trend Forecasting.
- C) Look and style of fantasy dress.
1. Look
 The look chosen for Goddess Hera's fantasy dress is androgynous, blending masculine elements from men's fashion and feminine elements from women's fashion into a single cohesive style (Putri & Moordiaty, 2021).
 2. Style
 The style chosen for Goddess Hera's fantasy dress is feminine dramatic, which combines two distinct styles: feminine-romantic and exotic-dramatic. The feminine-romantic style emphasizes soft, delicate, beautiful, and sweet characteristics to highlight the wearer's feminine side (Yugeswari et al., 2022). In contrast, the exotic-dramatic style features unique, ethnic, and original elements. Individuals who embrace the exotic-dramatic style tend to be gentle while exhibiting firmness and strength in certain situations (Moray et al., 2022).
 3. Shape
 The shape of Goddess Hera's fantasy dress comprises two parts. The first part is a strapless dress featuring a bustier covered in chiffon fabric pleated using the ruching technique, paired with a semi-circular floor-length skirt with a front slit. The second part is a calf-length cape, a midi cape.
 4. Silhouette
 Goddess Hera's fantasy dress is designed with an H silhouette, characterized by its straight shape and a belt embellishment at the waist, creating the appearance of the letter H.
- D) Materials used
 The materials chosen for the dress include chiffon fabric, which symbolizes the feminine character with its softness; semi-wool fabric, used for the cape to represent the masculine character; and Roberto satin fabric, which serves as the base of the dress.

Visualizing the Savior Side of Goddess Hera

Designing fashion products that embody specific values is a complex task for designers. A designer must effectively present culture, values, and beliefs through their designs, as fashion products have the power to communicate non-verbally (Al-Ged & Tawfiq, 2023). To accurately represent the character of Goddess Hera, the researcher strengthened the concept of the mood board by creating a diagram that illustrates the relationship between Goddess Hera's character and The Savivors, one of the themes of the 2023-2024 Indonesian Fashion Trend Forecasting. This relationship will be visualized in the fantasy dress design.

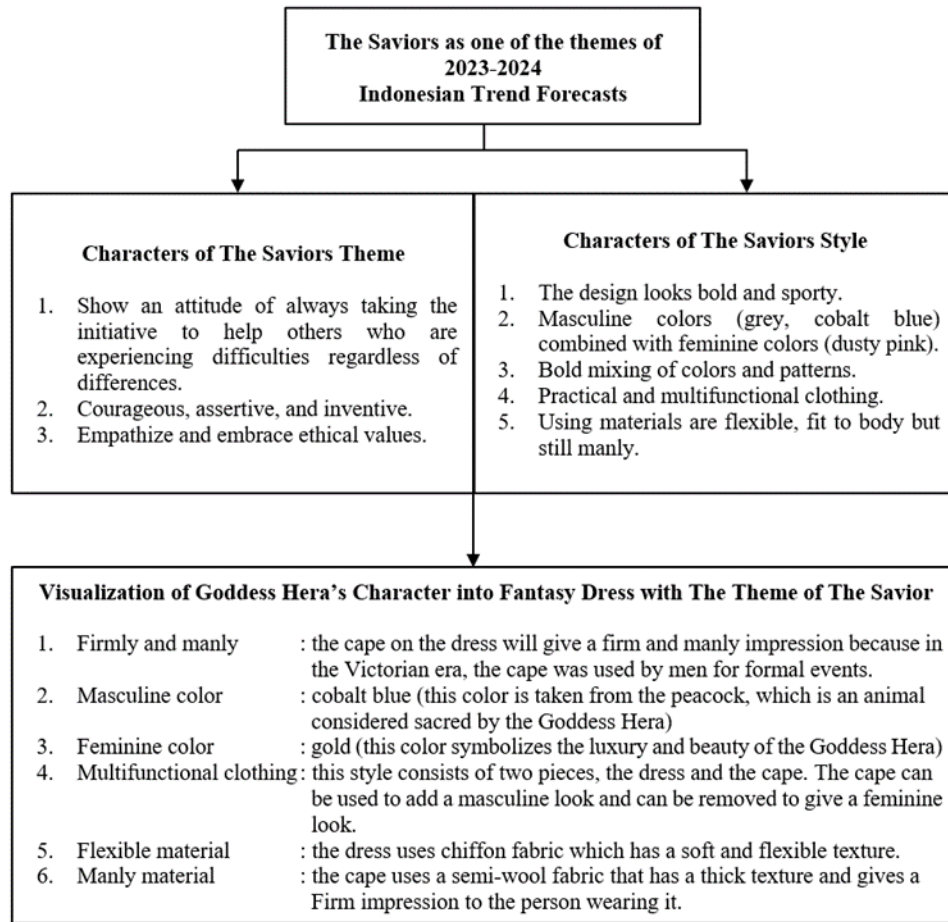


FIGURE 4. Visualization of the Goddess Hera into a fantasy dress.

FIGURE 4 illustrates that in the 2023-2024 Indonesian Trend Forecasting under The Savivors theme, various styles and characters are intended to be expressed, particularly emphasizing the fusion of feminine and masculine aesthetics. The character of Goddess Hera aligns well with The Savior's theme, allowing her portrayal to embody this style effectively.

Design Creation

At this stage, the researcher transforms the compiled ideas from the mood board into a fantasy dress design. The design features a midi cape as the first part, adorned with gold buttons to enhance its elegance. Following this is a floor-length dress incorporating the ruching technique on the bustier to accentuate its feminine allure. Ruching involves gathering fabric on two parallel sides and stitching it onto an underlay, commonly used in sheer materials

like chiffon. The skirt includes embellishments shaped like gold leaves. Accessories and millinery such as a headpiece, belt, and gold footwear are also incorporated to impart a luxurious impression to the ensemble.

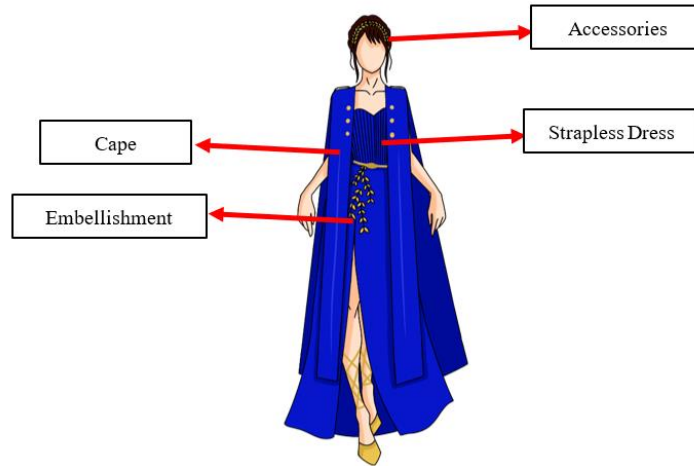


FIGURE 5. Goddess Hera's fantasy dress design.

Cobalt blue is the primary color used to create Goddess Hera's fantasy dress. This color is part of the color palette of The Saviors theme in the 2023-2024 Indonesian Trend Fashion Forecasting. Cobalt blue symbolizes trust, loyalty, wisdom, confidence, and intelligence, aligning with the character traits attributed to Goddess Hera from an attitudinal perspective. The cape in Goddess Hera's fantasy dress replaces the cape depicted in the visualization of Goddess Hera in **FIGURE 5**.

Final Product Result

The creation of Goddess Hera's fantasy dress starts with making a 1:4 scale pattern. This is followed by designing a material layout to estimate the required amount of fabric. Using a practical system, the next step involves creating a basic pattern for women's size S. This basic pattern is then developed according to the design specifications. The fabric is cut, and the ruching technique is applied to the bustier. The dress is sewn together and completed by adding buttons and embellishments to the skirt.



FIGURE 6. The final product result of Goddess Hera's fantasy dress.

FIGURE 6 depicts the final product of Goddess Hera's fantasy dress. As the queen of the Gods and Goddesses, Goddess Hera is visualized with sharp eye makeup. The cape features shoulder pads to convey a strong impression, and the entire surface is lined with interfacing to provide a stiff and rigid look. To enhance the visualization of Goddess Hera's character, several complementary attributes are included: a pomegranate in the right hand symbolizes fertility and the greatness of ancient Goddesses, while a scepter with peacock feathers represents the Royal family and the sacred peacock. Additionally, a plain circular crown adorned with leaf shapes reflects the traditional headpiece worn by significant Goddesses.

Character Analysis of the Goddess Hera in Fantasy Dress Visualization

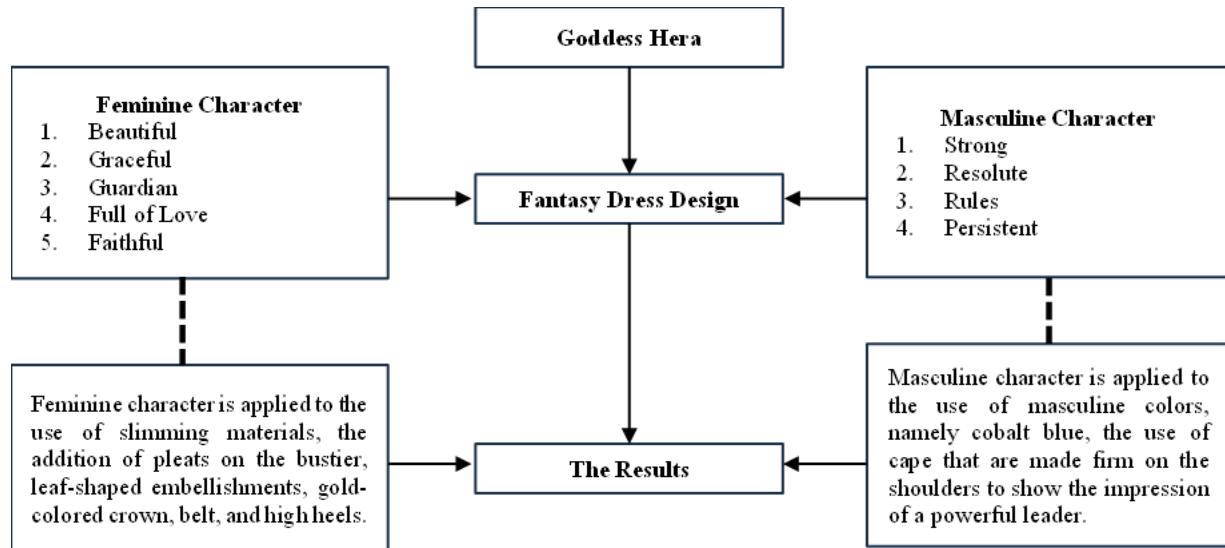


FIGURE 8. Flowchart of visualization of Goddess Hera's character in fantasy dress.

In the 19th century, women lacked the right and freedom to choose clothing. However, since the 20th century, Western women have demonstrated that fashion's feminine and masculine aesthetics are always open to changes, perceptions, trends, and tastes, allowing both women and men to view fashion beyond the constraints of traditional gender norms (Lee et al., 2020). Today, women enjoy greater rights and freedom in fashion choices without restrictions. They can embrace power dressing to express feminine and masculine aspects through their attire (Heng et al., 2021). Goddess Hera's fantasy dress exemplifies power dressing by showcasing the wearer's masculine and feminine sides, reflecting Hera's character.

1. Feminine Character

The feminine qualities of beauty and grace in Goddess Hera are embodied through a long, body-hugging dress made from soft materials. Women are often associated with beautiful accessories that adorn their bodies. Goddess Hera's fantasy dress includes pleats on the bustier, leaf-shaped embellishments, a gold-colored crown, a belt, and high heels, all of which enhance the feminine impression.

2. Masculine Character

Masculinity is often depicted through bold and structured clothing like suits and shirts (Qolby & Anggapuspa, 2022). Goddess Hera's strong, authoritative, and determined aspects are portrayed with a semi-wool cape lined with interfacing and shoulder pads, providing a stiff and firm appearance. Men's suits typically feature achromatic, dark, or solid colors such as black, grey, and dark blue (Lee et al., 2020). Accordingly, cobalt blue is used in Goddess Hera's fantasy dress to convey a masculine side, aligning with traditional men's clothing colors.

CONCLUSION

Based on the analysis and creation process using the Practice-led Research method, it can be concluded that Goddess Hera embodies both feminine and masculine characteristics. Her feminine side includes gracefulness, symbolizing affection, a loving mother figure, and loyalty in maintaining marital bonds. Meanwhile, her masculine side is depicted through her strength, firmness, persistence in her duties as the queen of the Goddesses, and her willingness to punish those who break the rules. These traits align perfectly with one of the themes of the 2023-2024 Indonesian Fashion Trend Forecasting, The Saviors, representing individuals who aid others in distress. The Saviors theme emphasizes clothing that conforms to the body with slender materials yet retains a firm and bold appearance.

The fantasy dress design inspired by The Saviors theme and Goddess Hera's character results in a garment that conveys femininity through slimming materials, ruching techniques to enhance the garment's beauty, and accessories that evoke a Goddess. The masculine aspect is portrayed through a cape made from a thick material (semi-wool) with shoulder pads to create a firm shoulder line. Additionally, the masculine impression is reinforced by cobalt blue, a color traditionally associated with men. Goddess Hera's fantasy dress illustrates that everyone can choose clothing without restrictions.

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