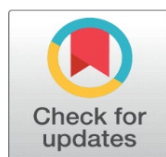
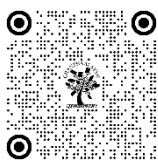


DESIGNING CLOTHING INSPIRED BY AVERSION THERAPY TO CREATE AWARENESS

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ABSTRACT

To assist people in kicking cancer-causing habits, Fashion Fights Cancer presents a cutting-edge fashion collection that is modelled by aversion treatment methods. By combining psychology and fashion, this innovative method offers a special tool to encourage healthy lives and reduce the incidence of cancer. This collection offers an innovative and captivating approach to assist people in breaking bad habits by implementing the ideas of aversion therapy, which involves linking unpleasant stimuli with negative behaviours to prevent their recurrence. Every article of clothing in this collection is designed with attention to arouse feelings or visual signals that set up subconscious unpleasant reactions associated with particular actions that cause cancer. With thoughtfully chosen textures, colours, patterns, and design aspects, these pieces serve as concrete deterrents and reminders, encouraging wearers to reevaluate their decisions and make good transitions toward healthier ones. Fashion Fights Cancer allows people to address their habits in a novel and effective way by incorporating psychological concepts into fashion design. This compilation increases awareness of the link between lifestyle decisions and cancer risk while also promoting personal development. Fashion Fights Cancer promotes proactive health behaviours and emphasizes prevention in the fight against cancer by starting conversations and questioning social conventions through fashion. People are inspired to take control of their well-being and make wise decisions that prioritize long-term health and vitality thanks to this creative marriage of fashion and psychology. In this study, the clothes in the collection are designed to make people feel uncomfortable about habits that can cause cancer. They use colours, textures, and designs to remind people of these habits, encouraging them to think about making healthier choices instead. The goal is to use creativity to help people change their habits and improve their health. Combining fashion with psychology wants to help people understand how their lifestyle choices can affect their chances of getting cancer. They hope to inspire people to take better care of themselves and prevent cancer by starting conversations and encouraging healthy behaviours. This method also shows how using creative activities, like making clothes, can support people who are dealing with cancer.

Keywords: Fashion Fights Cancer, Aversion Therapy, Cancer Awareness, Creative Healing Art Therapy

1. INTRODUCTION

"Fashion Fights Cancer" is an innovative and dynamic program that utilizes the fashion industry's power to assist patient support, research, and awareness about cancer. A variety of activities, including charity fashion shows, awareness campaigns, designer partnerships, and fundraising events, are included in this all-encompassing idea. Through the combination of fashion and philanthropy, Fashion Fights Cancer helps to raise vital funding for cancer research while simultaneously

eradicating the stigma associated with the disease and providing support to those affected. This movement demonstrates how substance and style can come together to make a big difference in the fight against cancer through creative collaborations and persuasive messages [Grazia. \(2022\)](#).

The importance of traditional heritage is highlighted by programs like "Fashion Fights Cancer". This was recently demonstrated by Fashion Fights Cancer's celebration of Diane von Furstenberg's famous style during AAPI Heritage Month. Moreover, traditional legacy is important in the arts, where international artists use diverse media to communicate ideas and express identities. Fashion and art have significant cultural and historical significance, as demonstrated by initiatives such as Fashion Fights Cancer, which showcase how traditional history can be integrated into modern fashion [Pozzo \(2020\)](#).

The "Fashion Combats Cancer" apparel line uses a variety of strategies. Its goals are to increase public awareness, encourage behavioural change, support cancer research and treatment, empower people, work with medical experts, and have a positive societal impact. By connecting lifestyle choices to cancer risk, the line informs the public about habits that increase the risk of cancer and stresses the need to break free from them. Through creative designs, it promotes healthy lifestyle choices, contributes earnings to cancer research, and gives survivors a forum to express their experiences. Working together with medical specialists guarantees correct information and advice on preventative measures. Through social campaigns and events, the line also fosters a network that supports cancer patients and advocates for health, well-being, and community building. "Fashion Combats Cancer" seeks to foster a healthier lifestyle and help people break away from habits that contribute to cancer [Ali \(2011\)](#).

2. REVIEW LITERATURE

2.1. AVERSION THERAPY'S IMPACT ON CANCER-FIGHTING FASHION

Aversion therapy, a psychological treatment, helps cure disorders like addiction and obsessive behaviours by conditioning patients through exposure to stimuli combined with unpleasant sensations. However, using it without consent is considered cruel. Behavioural therapies like cognitive restructuring and contingency management are crucial in cancer prevention, evaluating patient behaviour to reduce the side effects of cancer treatment. Fashion choices, such as wearing protective gear, can also prevent cancer, especially in reducing the risk of skin cancer. Despite this, the efficacy of aversion therapy, like rapid smoking, for tobacco users trying to quit is unknown. There has been research on aversion therapy in the treatment of cancer to stop food aversions in patients receiving radiation and/or chemotherapy. The incidence of treatment-related aversions to the patients' regular diets was dramatically reduced in a trial including 209 cancer patients who were exposed to a "scapegoat" food or beverage before beginning therapy. The treatment sought to spare the patients' usual foods by providing a sensory stimulus, like a fruit beverage, as a target for aversion creation. Comparing individuals with and without such an aversion to those who were not exposed to it, those who became averse to the scapegoat saw a 30% reduction in the development of food aversion. Aversion therapy is a popular technique used to help people stop unwanted behaviours by connecting them to bad memories. It has demonstrated efficacy in treating alcohol use disorders, although there is conflicting evidence on its usefulness in treating eating disorders or smoking cessation [Elmer \(2019\)](#).

The goal of the therapy, which is based on classical conditioning, is to make the patient react negatively to unwanted stimuli. One technique for treating alcohol use disorder is chemical aversion, in which a person experiences alcohol-induced nausea regularly and comes to link drinking with illness. Aversion to side effects can lead people to reject effective therapies when making medical decisions because it makes them more sensitive to unfavourable outcomes. Research suggests that giving patients a comprehensive picture of the total cancer risk reduction can improve their comprehension and desire to receive therapy. Aversive side effects of cancer treatments have also been studied concerning behavioural therapy; these programs emphasize teaching coping mechanisms and behaviours to reduce pain, nausea, anxiety, and associated suffering. To sum up, behavioural therapies like aversion therapy help prevent and treat cancer by addressing problems like dietary aversions and controlling the side effects of treatment. These methods provide tactics to improve patient outcomes and overall well-being throughout cancer treatment [Kendra Cherry \(2023\)](#).

A complex interplay of multiple factors influences the ever-evolving link between behaviour and fashion. Increasing awareness of ecological and ethical issues has led to a noticeable shift in customer behaviour in the fashion industry, as seen by recent trends. A shift away from fast fashion and into the preowned clothes market is being driven by consumers' growing preference for sustainable and ecologically friendly design options. In-depth market research on fashion that highlights the significance of sustainability in all facets of the sector is also a major factor driving this change, in addition to customer demand. The consumers choose to support independent and local firms that align with their ideals, showing greater thought and consideration in their fashion selections [Slip \(2022\)](#).

The rise of sustainable fashion is indicative of a shift in consumer preferences toward environmentally and socially conscious materials and production techniques. The second-hand market is becoming more and more popular as people adopt more conscientious purchasing habits, prioritizing quality over quantity, and making long-lasting clothing purchases. Fashion designers are experimenting with behavioural design techniques to promote constructive change, realizing that illogical elements can impact human judgment. The dynamic relationship between fashion trends, consumer behaviour, and societal values is highlighted by the way that the fashion industry is changing to reflect consumers' increasing awareness of the need to make ethical and sustainable decisions [Rajeev \(n.d.-b\)](#).

2.2. FASHION FIGHTS CANCER: SYMBOLISM, GROWTH OPPORTUNITIES.

Fashion Warfare Cancer cleverly employs symbolism to increase awareness and provide support for cancer patients. The colours of their awareness ribbon stand for various cancer types and mental health organizations. They hope to support communities around mental health and encourage those impacted by cancer via initiatives in fashion and design. As a sign of breast cancer awareness, the pink ribbon stands for harmony and optimism. They hold fundraisers throughout Breast Cancer Awareness Month that feature designs by well-known artists like Rick Owens and Naeem Khan, signifying unity in the fight against the disease. Through several projects, Fashion Fights Cancer works in partnership with the fashion industry to raise money and awareness for cancer research. Their events and activities unite the fashion and medical worlds in the fight against cancer, empowering patients and survivors. Fashion for Cancer, another effort, celebrated the tenacity of cancer survivors by organizing a fashion display and collecting

money for financial support and research. Fashion Warfare Cancer's usage of fashion symbolism improves the lives of those afflicted by the disease by increasing awareness and providing support [Valenti \(2012\)](#).

Analyzing the Ecological and Societal Consequences of Fast Fashion explores the negative effects of fast fashion trends on the environment, including problems like land degradation, water pollution, and excessive textile waste. It highlights how important it is to acknowledge the detrimental consequences rapid fashion has on the environment as well as the social implications. Through cutting-edge fashion and design initiatives, the Fashion Fights Cancer movement seeks to support cancer patients and survivors. Facilitating the complete well-being of individuals affected by mental health issues and cancer is the main goal of this organization. Founded in 2004 to provide therapeutic activities, Fashion Fights Cancer partners with a range of awareness groups. The Fashion Fights Cancer initiative's scalability and versatility might potentially collaborate with other healthcare initiatives to expand its reach. Utilizing digital channels to reach a larger audience and support more communities facing mental health and cancer-related challenges, the program can increase its impact by leveraging technology [Yousefi \(2020\)](#).

2.3. STYLES OF FASHION FIGHTS CANCERIAN-INSPIRED CLOTHING LINE

The Cancer fashion guide offers outfit ideas and style recommendations based on this water sign's nurturing characteristics. Known for their affinity for cosy settings and comfort, Cancerians are drawn to cosy clothes like cosy loungewear, pyjamas, and wrap dresses with nautical prints. In keeping with their preference for a cosy and comfortable outfit, they also like ruffled shorts and related products. A necklace set with ruby gemstone as the July birthstone is a popular accessory for Cancerians, who are known for their passionate and loving nature. A zodiac-themed t-shirt, a chic white and silver cut-out minidress, a pointelle tube top, a trendy fake leather biker jacket, and a beautiful flower print lounge tank top with matching shorts are some of the under-\$100 affordable Cancerian-inspired clothing options. These clothes are meant to reflect the qualities of Cancerians by fusing tenderness with a rough exterior a biker jacket serves as a symbol for this. The composed and polished appearance of the Cancer zodiac makes it ideal for people who value classic clothing [Williamson \(2024\)](#).

3. METHODOLOGIES

3.1. SILHOUETTE DEVELOPMENT

The Fashion Fights Cancer Initiative is a ground-breaking project that unites fashion and medicine to create a forum for empowerment and healing. Based on the idea that creativity may have a big impact on the fight against cancer, this project uses creative fashion partnerships to support and encourage those who are facing cancer's challenges. The collaborative relationship between passionate healthcare professionals and forward-thinking fashion designers is the foundation of the Fashion Fights Cancer initiative. Through the combination of two seemingly unrelated fields, the project creates a unique collaboration that results in designs that are not only eye-catching but also clothing that has deep meaning and purpose. Through their collaboration, each product is guaranteed to symbolise hope, strength, and resilience for individuals affected by cancer, in addition to being an embodiment of elegance. Fashion Fights Cancer incorporates aversion therapy concepts into its fashion repertoire, one of its most unique features. Aversion

therapy is a novel use of behaviour modification techniques that are often used to discourage unwanted behaviours by associating them with negative stimuli. With its combination of elements that inspire courage, strength, and hope, the fashion line provides a way for those facing cancer to face their anxieties and challenges. With the transforming power of fashion, the program aims to empower people to face their problems head-on and find comfort in their ability to express themselves creatively [Resnick \(2004a\)](#).

The Fashion Fights Cancer Initiative shines as a ray of hope and inspiration for individuals navigating the complex world of cancer treatment because of its creative approach and intentional partnerships. Through the use of fashion as a therapeutic medium, this project not only increases public awareness of cancer but also provides practical assistance to those starting their road toward recovery and rejuvenation. Using a Design Approach to Target Cancer-Causing Habits This article examines how cancer-related behaviours might be deliberately chosen by fashion designers and included in their creations. It highlights how important it is for designers to use their collections to advocate for and raise awareness of healthier lifestyles. Style Counselling Innovative Techniques for Aversion Therapy in the Design Field This article explores creative approaches to show how aversion therapy concepts might be applied to fashion design. It presents creative ways to address harmful habits and encourage beneficial changes in behaviour through clothes. A New Frontier in Fashion Design Education This piece emphasizes how educational elements may be incorporated into fashion designs and shows how designers can use their collections as platforms to raise awareness about important issues like disease prevention, wellness, and health. For designers who want to create collections that not only show creativity but also speak to relevant social issues and promote change, these articles provide insightful analysis and inspiration [Pernet & Asvof \(2023\)](#).

Figure 1

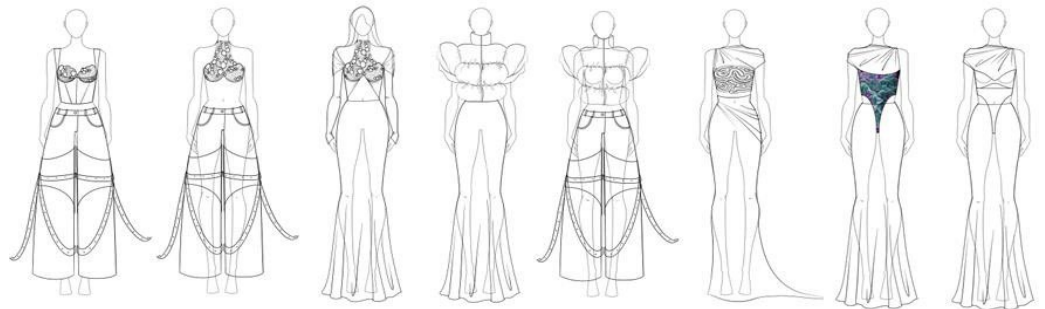


Figure 1 Silhouette and Pattern Ideations

Figure 2

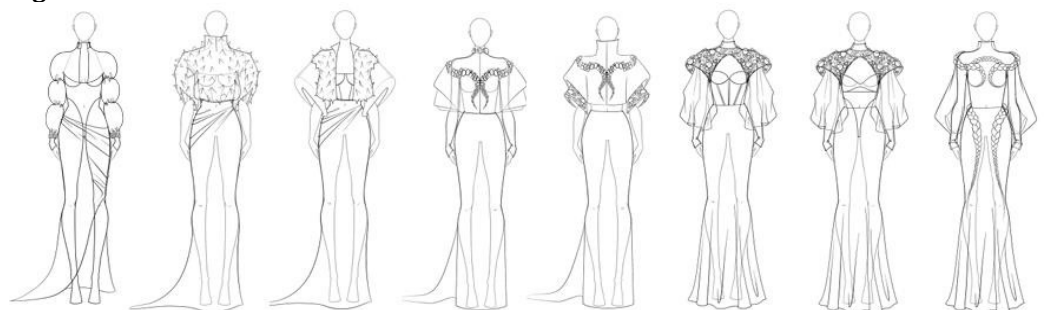


Figure 2 Silhouette and Pattern Ideations

Figure 3

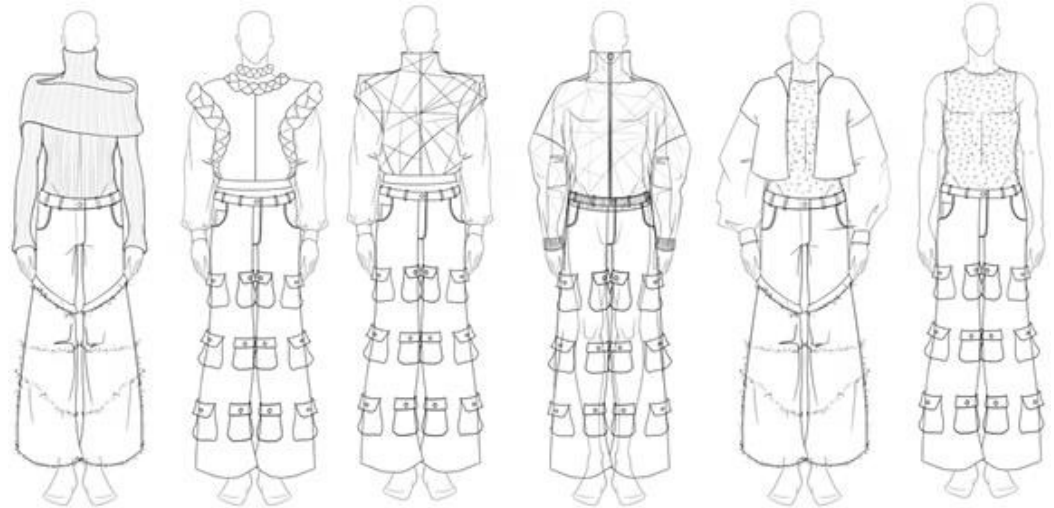


Figure 3 Silhouette and Pattern Ideations

3.2. PRINT DEVELOPMENT

Print development in this context encompasses various symbols that convey different aspects of medical technology, illness, and the human body. The angiogram scan motif epitomizes the intersection of medical technology and human biology, symbolizing both the diagnostic and treatment processes along with the inherent vulnerability and resilience of the body. Conversely, the imitation of the burning fabric motif embodies destruction and decay, particularly representing the detrimental impact of illnesses like lung cancer. The composition of newspaper headlines serves as a symbol for information dissemination, reflecting how medical advancements and diseases are communicated in the media. Meanwhile, the portrayal of lung cancer cells under a microscope signifies scientific exploration and breakthroughs, emphasizing the ongoing quest to understand and combat illnesses. The imitation of the blood capillaries motif conveys vitality and life, underscoring the critical role of circulation and oxygenation in maintaining health. These motifs, when intertwined, create a rich tapestry of themes exploring the fragility and strength of the human body, the significance of medical research, and the influence of communication in shaping our perception of illnesses [Eldridge \(2023\)](#).

Figure 4

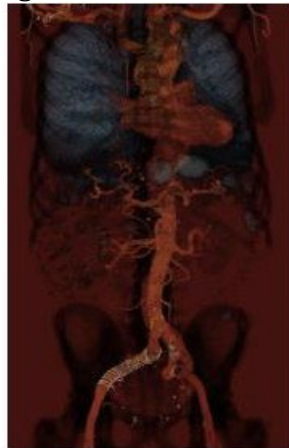


Figure 4 Print Created from Angiogram Scan

Figure 5



Figure 5 Imitation of Burning Fabric

Figure 6



Figure 6 Combination of Newspaper Article and Angiogram Scan

Figure 7



Figure 7 Lung Cancer Cells

Figure 8



Figure 8 Imitation of Blood Capillaries

3.3. DESIGN RENDERING

The idea for a clothing line that uses design rendering to fight cancer raises awareness and celebrates resiliency by fusing fashion with medical imagery. This collection envisions a potent and symbolic tale, inspired by components such as angiography scans, burning fabric textures, newspaper headlines, and microscopic images of breast and lung cancer cells. Every element enhances the narrative: cancer cell imagery highlights early detection and treatment; angiogram patterns represent the journey through diagnosis and treatment; charred textures represent rising stronger from adversity; and blood capillary motifs signify life and interconnectedness. This fashion brand blends art to inspire both wearers and viewers as it becomes a platform for raising awareness, encouraging hope, and honouring people impacted by cancer via intentional integration [Olivia \(2023\)](#).

Figure 9



Figure 9 Implementation of Prints in Finalized Silhouettes

Figure 10



Figure 10 Implementation of Prints in Finalized Silhouettes

4. CONCLUSION

Aversion therapy and fashion could be combined in the "Fashion Fights Cancer" campaign to help people kick cancer-causing behaviours and adopt healthier lifestyles. Aversion therapy, a collection of methods designed to lessen undesirable or risky behaviours, such as those connected to the adverse effects of cancer treatment and prevention, may be extremely important. Through fashion and design-oriented activities, the program aims to improve the minds, bodies, and spirits of cancer patients and survivors. During their treatment, cancer patients frequently develop a food aversion, which may affect their nutritional state. To help people get over this aversion, the project might use fashion and design to present food more enticingly or to give alternate options. The program may help patients break cancer-causing behaviours and adopt better ones by implementing aversion treatment approaches. It is important to acknowledge that previous research on aversion therapy has shown contradictory results, with some studies showing encouraging short-term effects but questionable long-term usefulness. To improve long-term success, the project should take into account combining aversion treatment with additional behavioural therapies and support systems.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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