

## **The Advantages of Social Networks Marketing for Women Casual Clothes Printed Designs Inspired by Islamic Art**

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### **Abstract:**

Social media has become a platform that is easily accessible to anyone with Internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, customers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing and advertising.

Social media marketing programs usually focus on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

The aim of this research is to take advantage of social media websites in order to advertise innovative one-piece women casual clothes printed designs, inspired from samples from Islamic art.

The study assumes that using the social media applications can help in marketing and advertising for women casual clothes printed designs. Also it was assumed that using samples from Islamic art, which coop with the one-piece women casual clothes printed designs, may enrich the market of women casual clothes printed designs, with various designs, to suit wide range of customers.

The research is based on an inductive approach. For verifying the findings of the paper certain applications were carried out on the innovative designs, of women casual clothes printed designs inspired by samples of Islamic art.

### **Keywords:**

Social Networks Marketing - Printed Casual Clothes - Islamic Arts

### **Introduction:**

The challenges facing global businesses and the people who lead them are now, more than ever, intertwined in the direct involvement of customers and stakeholders. The World Wide Web described by Sir Tim Berners Lee as “An interactive sea of shared knowledge, made of the things we and our friends have seen, heard, believed or have figured out”<sup>(5/17)</sup> has dramatically accelerated the shift to consumer driven markets. The popularity of social media sites has also spread to companies and firms as part of their strategies. A study by public relation firm shows that 86% companies use at least one of the social media sites such as Facebook, Twitter, YouTube or blogs, and 28% of them use

all four *platforms*. The study also shows that 65% of these companies use Twitter, which makes it as the most popular social media site among business firms. According to Social Media Marketing Industry Report, 64% of marketers spend five hours or more per week on social media and 39% of them spend ten hours or more weekly. These findings show that more and more companies are becoming actively involved in social media, which also shows the emergence of social media sites as the new marketing/promotion platform that is known as social media marketing.

The social media era was started around ten years ago. It began with LinkedIn, which was launched in 2003, followed by both MySpace

and Facebook in 2004, YouTube in 2005, and Twitter in 2006. In less than a decade, its population has grown rapidly, and it has reached billions of people worldwide. Facebook has more than 500 million users worldwide; Twitter has approximately 175 million users; LinkedIn has more than 90 million users; and MySpace has 57 million users.

A number of businesses have gained some advantages from social media marketing. social media sites allow companies to enhance the customer interaction that has already been established through traditional media to a more personal level. In addition, social media sites have enabled businesses to build closer relationships with their customers, as well as to expand the market to the customers that they could not reach before.<sup>(2/1)</sup>

In the following research, a trial to take advantage of the social media applications in order to announce wide range of customers about innovative women casual printed clothes designs using the aesthetic values of Islamic art in order to enrich the women casual printed clothes market and suit wide range of customers.

### **Social Media:**

Traditionally, the term “Media” has been expressed in the context of how one communicates to another, in traditional forms of media such as television, radio, newspapers, magazines, and billboards, the author sends his message to many people and is often disengaged from any reaction about the message.

Today, as applied online, new forms of media such as blogs, wikis, and online communities allow the receiver of the message to interact not only to communicate to others but also in real time with the author, and with a community of individuals, and this what is called “Social Media”. Social media is best defined in the context of the previous industrial media paradigm.<sup>(10/1)</sup>

Social media comes in many forms, eight most popular: blogs, micro blogs (Twitter), social networks (Facebook, LinkedIn), media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Reddit), review sites (Yelp), forums, and virtual worlds (Second Life).

### **Social Media Marketing:**

Social media marketing is marketing using online communities, social networks, blog marketing and more<sup>(11/1)</sup>, as these technologies, on a mass scale, connect people in ways that

facilitate sharing information, thereby reducing the opportunities for marketplace exploitation, whether by charging more than a competing supplier for otherwise identical goods and services or charging anything at all for products that simply don't work. The social web dramatically levels the playing field by making information plentiful, just as it also levels businesses and organizations that operate on the principles of making information scarce. Beginning with the emergence of Web 2.0 technologies the set of tools that make it easy for people to create and publish content, to share ideas, to vote on them, and to recommend things to others the well-established norms of business marketing have been undergoing a forced change. No longer satisfied with advertising and promotional information as a sole source for learning about new products and services, consumers have taken to the Social Web in an effort to share among themselves their own direct experiences with brands, products, and services to provide a more real view of their research experience. At the same time, consumers are leveraging the experiences of others, before they actually make a purchase themselves. The impact on marketing has been significant, to say the least.

For lot of organizations including business, nonprofits, and governmental agencies use of social media very often begins in Marketing, public communications, or a similar office or department with a direct connection to customers and stakeholders.<sup>(5/XVII)</sup> This makes sense given that a typical driver for getting involved with social media is a slew of negative comments, as a boost to overall awareness in the marketplace and especially in the minds and hearts of those customers increasingly out of reach of interruptive traditional media. In a word, many organizations are looking for engagement, and they see social media as the way to get it.

The advent of the Social Web is clearly a game-changer, on numerous fronts. Given the rush to implement, and the opening focus on marketing specifically versus the business more holistically, many social media projects end up being treated more like traditional marketing campaigns than the truly revolutionary ways in which a savvy business can now connect with and prosper through collaborative association with its customers. As a result, the very objective engagement, redefined in a larger social context is missed as too many social media campaigns run their course and then fizzle out.

The following figure (1) shows the classic purchase funnel, connected to the Social Web through digital word-of-mouth (social media). This loop from expectation to trial to rating to sharing the actual experience is now a part of most every purchase or conversion process. Whether consumer facing, profit or nonprofit, people are turning to people like themselves for the information they need to make smart choices.

Consumers for guidance alongside traditional media look to these new sources of information; advertising and traditional communications are still very much a part of the overall marketing mix. The result is a new vetting that is impacting sometimes positively, sometimes negatively the efforts of businesses and organizations to grow their markets.

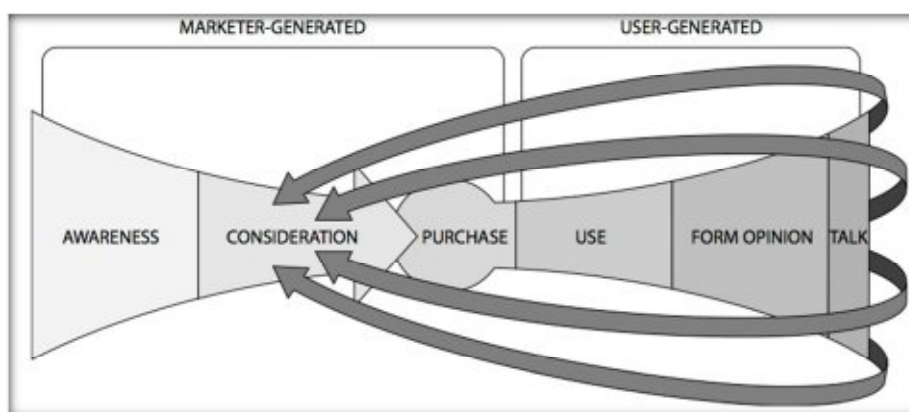


Figure 1

Social media marketing properly practiced seeks to engage customers in the online social locations where they naturally spend time. By comparison, social business picks up on what they are talking about and what they are

interested in and connects this back into the business where it can be processed and used to create the next round of customer experiences and hence the next round of conversations.<sup>(5/4:7)</sup>



Figure 2

New web technologies have made it easy for the organization to create and distribute its own content. A blog post, tweet, or YouTube video can be produced and viewed by millions virtually for free. Advertisers don't have to pay publishers or distributors huge sums of money to embed their messages; now the organization can make their own interesting content that viewers will flock to. Figure (No.2) shows some of the social websites, which can be used by organizations to market their products.<sup>(4/3)</sup>

#### Advantages of Social Media Marketing:

##### **Helps getting the word out:**

Social media does in fact help getting the word out about the organization business. But even more important than the exposure, is providing the organization an opportunity to provide and grow its relationships with the targeted audiences. As the organization's Facebook Fans, Twitter followers, and LinkedIn connections are people who know it, and have likely done business with it in the past, and will be most likely to tell their

friends about it. Social media allows the organization to strengthen its relationships with these connections through social engagement. And because that engagement is easily visible to the connections of the organization's current fans and followers, social media can introduce the organization's business to a whole new audience and enables it to reach its next great customer.

**Social media is popular:**

The organization don't need to be an expert in online marketing to know that social media is really popular among consumers. With over 1 billion people on Facebook, 200 million people on Twitter, and 200 million more on LinkedIn, social media will touch nearly every customer that walks through the organization's door. For most small businesses, Facebook is the jumping-off point for getting started with social media marketing.

**Most sites are free:**

Getting started on social media is completely free. Facebook, Twitter, Pinterest, and LinkedIn all offer free accounts to users and businesses, as signing up won't require anything more than an email address. Some sites like Facebook and LinkedIn, offer paid accounts with features that are targeted at more advanced users, but for the purposes of getting started, there's no upfront cost for most of the social networks.

**Reaches all ages and demographics:**

Social media has really broken down all of the age barriers that once accompanied the ways people thought about social media. So, no matter how young or how old the organization's targeted audience may be, chances are most of them are already logging on and waiting for the organization to get started.

**Users are active:**

While a customer may visit the organization's store once a week, they could see its products, and know more about prices and events held, via Facebook or Twitter every single day.

**Encourages two ways communication:**

There is no marketing tool available to small businesses today, provide the type of two ways communication that comes with using social media. It has the power to take any of the feedbacks that the organization may receive from using a tool like email marketing and supercharge it, letting

customers share their thoughts, questions, and ideas quickly and publicly without having to take time for writing an entire email. Also it allows the organization to respond just as fast, without having to pick up the phone or worry if the customer won't see its response.

**Perfect for customer service:**

Providing stellar customer service is likely already a top priority for the organization's small business. But along with the two ways communication that social media provides, it also offers a unique opportunity to step up its customer service game and provide instant gratification to the target audience. This will allow the organization to showcase just how much it cares about providing a memorable experience and will ensure that no customer inquiry goes unnoticed. And by monitoring social media for customer feedback and offering a response, the organization can drive real business results. Customer service through social media is quickly becoming an expectation of consumers.

**Lets the organization share a lot about its business:**

Social media sites are becoming the go-to place for consumers who want to learn more about a business. That's because these sites allow businesses to offer the most up-to-date information about anything from products, services, or upcoming events. Also, much of the organization activities and profiles on social media sites can be made public, meaning that it can be indexed by search engines, one more way to make sure that its business comes up is being the first the answer when someone is searching for a local solution to solve a problem.

**makes a difference in email marketing:**

Sharing the organization's email newsletter across its social networks can open its content up to whole new audiences and finally generate the type of buzz the organization has been looking for. Not only that, but it can also use sites like Facebook to attract more readers by including a (Join My Mailing List) form right on the organization's Page. Together, these two powerful tools have reshaped the marketing landscape and have really leveled the playing field for small businesses trying to better connect with current customers and reach new audiences for their business.

**Social media is everywhere:**

The benefit of the increased presence of mobile activity in people's daily lives is huge for small businesses. Every major social network (Facebook, Twitter, Pinterest, LinkedIn, etc.) offers free mobile applications that let business owners manage their presence on the go. More importantly, these applications let customers connect to their favorite sites wherever they are. For a site like Twitter, 60% of its entire user base is connected via their smartphones, tablets, or other mobile devices. These users aren't just sharing updates from their own lives; they're searching for businesses, products, and services, and connecting with brands through their social channels. If the organization's business is running late when it comes to making its content mobile-friendly, as social media can be an easy and cost-effective first step to marketing in the digital age.<sup>(3/2:6)</sup>

And we can make use of these advantages as a way to market and announce about women casual clothes printed designs inspired from samples of Islamic art.

#### **Social Media Marketing Strategy:**

Social media marketing is the marketing strategies that smart businesses are employing in order to be a part of a network of people online. Just as friends gather in public pubs, or coffee shops, where groups of people are gathered and connected through various online tools and websites. These people rely on their online network of friends for advice, sharing, and socializing.<sup>(10/2)</sup>

Creating a global social media strategy will help the organization's plan for all challenges, and will keep it from overextending its resources, also these strategies allow conversation, connection, and a sense of community among its members. These sites begin to serve as hubs on the web where large groups of people, usually with similar niche interests, are gathered together. The philosophy is simple: show up where the organization's target audience is spending time. Showing up serves the organization in several ways:

- Exposure to the organization's target audience.
- Interact with the organization's target audience.
- Share the organization's business personality.

Another reason, it is good to be involved in social media, as the organization's content can be sent to those interested in receiving updates. Subscribers are often offered several methods to

be updated. They can sign up and can unsubscribe with ease. Therefore the ones connected to the organization are the ones who are most interested in who it is and what it offers.

It is also important for the organization to participate in the online conversation about its brand. These user-generated social media tools are where the conversations take place. Since it is easy for people to publish content, they can and will talk about its brand for good or for bad. Being a part of that conversation is valuable and important.

Also the organization's competitors can interact. When a content publishing competitor becomes a fan, their voice becomes quite valuable in the network. Find out which platforms the organization's competitors are using. If they have any success stories or case studies, or if they appear to be reaping other rewards through using social media (If their press coverage increased, or brand awareness grown, if they are directly engaging with prospects online, or if they are speaking regularly at events), If so, the following steps are great ways of showing how social media can work.<sup>(10/4)</sup>

#### **Steps to Create Social Media Strategy:**

Establishing an overall social media strategy will be valuable before starting to tweet, updating the organization's Facebook status in multiple languages, or creating tons of new pages for each target country.<sup>(6/9)</sup>

Setting a strategy ahead of time will ensure that the organization can launch, optimize, and measure its global campaigns' success without getting overwhelmed, and the research aims to follow this strategy as a way for marketing and advertising for women casual clothes printed designs inspired from samples of Islamic art.

##### **1. Define the organization's audience:**

It is essential to first determine how to segment the organization's audience based on their region or language before start working on its social media strategy, and to take the following points through consideration:

- The countries which the organization wants to focus on.
- The majority of the organization's current customer base live.
- The majority of the organization's non-domestic customer base live.
- The opportunity for the organization's product or service to extend to other nations.
- If the organization already getting leads or

prospect interest from other nations.

## **2. Set the organization's social media goals:**

It is necessary to define the goals of the organization's social media strategy. Setting goals in advance will help in keeping its social media team accountable and increase its likelihood of success. Having a strong unified approach will help in shaping the strategy for each targeted country. Also it has to decide if the primary goal of its social media campaign is to:

- Generate more traffic for the organization's website from social media platforms.
- Increases the organization's brand exposure by getting more followers and engagement.
- Tap into new markets via social endorsements and paid advertising.
- Provide a customer service platform on the organization's social profiles, it might decide that one of these goals is a higher priority than the other three, and this could help the organization in deciding how to cater to its audience across multiple countries.

## **3. Choose the organization's languages:**

If the organization decides to target multiple nations that speaks different languages, it will have few decisions to make, which will depend largely on its resources and the bandwidth of its team:

- If the organization's blogs should be in multiple languages.
- If the organization should create new social profile for every language.
- If the organization's monitor social media platforms in multiple languages.

## **4. Learn Cultural Differences:**

If the organization's business targets customers in countries foreign to its origin, it should learn about the different countries' cultures to understand what appeals to them.

## **5. Choose social networks:**

The organization should identify the most relevant social networks in each targeted country, and shouldn't feel pressured to set up a new profile on each social network for each of those countries. This is the wrong way to implement the organization's global social media strategy. Instead, it should choose the social networks wisely, as it can always grow its reach across more platforms as it proves the "ROI" Return On Investment of the networks which is a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. Also, it shouldn't be afraid to test the feedbacks

in different social networks. If it has the bandwidth to test out a new social network, then it should go for it. After three months, it can look at the data and see if it's worth continuing its efforts on that network, or it has to change the way.

## **6. Know localization capabilities on each social platform:**

The organization should know which of these social networks will help in segmenting customers by location or language, for example, Facebook allows segmenting each post by country and/or language, making it possible to use only one Facebook page for its entire global audience, and for the organization to keep its global social media strategy organized, it has to: (6/9:14)

### **• Define a Hub for each audience:**

Defining a hub on the organization's website for each audience segment will help in keeping things organized. The hub is most commonly a blog, but can also be a forum or a community page that it maintains. The organization's blog for each audience segment should be written in the most commonly spoken language of that segment. All of the organization's new content should be posted there first, so its social media channels can link back to a main content source. In an ideal world with unlimited resources, the organization should have a different blog for each targeted region, but in the real world with budgets and limited bandwidth, it needs to be strategic about how to group regions by interest or language. If the organization doesn't have the resources to create a dedicated blog for each targeted region or language, then it can use the default to the secondary language of that region or English as it is the most widely used language in the world, and is the dominant language for international business and global communication.

### **• Choose social sites to target for each region:**

The organization should decide which social networks to target for each region, to determine the number of social media profiles it needs based on the resources it has at its disposal. If it puts efforts into one Facebook page, it will allow that page to build momentum and grow a fan base much faster than if it had five different Facebook pages to maintain. As the organization should



localize it's Facebook and LinkedIn profiles, instead of creating separate profiles in each language.

- **Link the organization's blog and social profiles:**

After defining its blogs and social profiles, and tying them together, the organization should create a map so it knows which social profile should link to which blog on its site. (6/17:20)

### Way to set up global targeting on Facebook:

It is very important to optimize the organization's Facebook page for a global audience, some of the most popular social networks, including Facebook; have localization features that enable it to target its updates and/or pages to specific groups of people. These groups can often be specified by geography or language. These localization features are fairly new to Facebook. Here is a step-by-step walkthrough of how to use each one.

- **Targeted timeline Update:**

Facebook provides several localization features that make it possible to use only one page for the organization's entire global audience instead of a page for each language or region it targets on its Facebook page, as it can target each of the organization's updates by language and/or geography as specific as country, state, and city. Figure (.3 and 4) shows how to target the organization's audience.



Figure 3



Figure 4

Figure 3

Once the organization targets its update, only the audience it specifies will see it in their newsfeed. People not specified will not see that update in their newsfeed. Yet, targeted updates will be visible to everyone when they look at the organization's Facebook page Timeline, regardless of their location or language. However, this isn't something to be concerned about. Fewer than two percent of people go back to the organization's fan page. The vast majority of the organization's fans will be consuming its content, clicking the organization's links, liking the organization's photos, etc. within their own newsfeed.

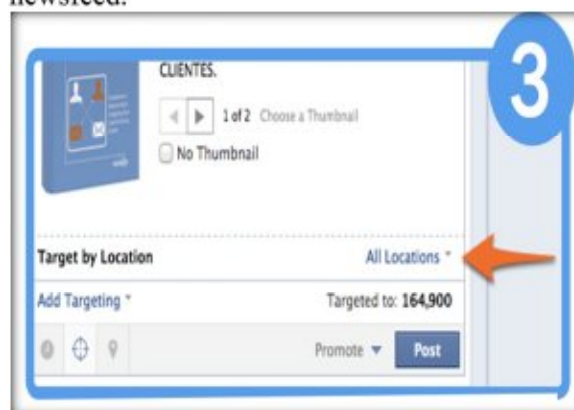


Figure 5

Creating targeted updates will increase engagement and grow the organization's fan base faster. Focusing on growing the organization's fan base on one page will build momentum faster than trying to manage multiple pages. As applied in our research that our target audiences will be females (Gender) in the age range between 18 and 40 (Age), as they are the ones usual wear casual clothes during their daily journey to colleges, works, or shopping. To target one of the organization's Facebook updates, the marketer should select the targeting icon under the organization's update. Then, clicks add targeting and select location or language from the drop-down menu to localize the organization's post for a segment of its global audience. If he chose by location, then he will click the all locations link that appears. As shown in figure (.5 and 6) select country, region or state, or city, and type the name of the location, then select the correct location from the drop-down menu. By this way he can add several locations by repeating this process. Then click choose locations.

If the organization chose to target by language, the marketer should type in the name of the language, and select the correct language from

the drop down menu. As shown in figure (7 and 8) and by this way the marketer can add several languages by repeating this process.

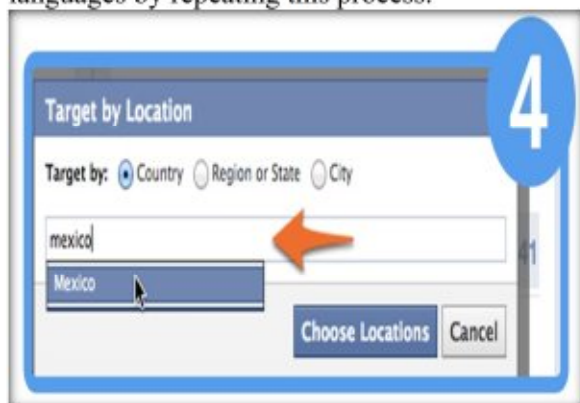


Figure 6

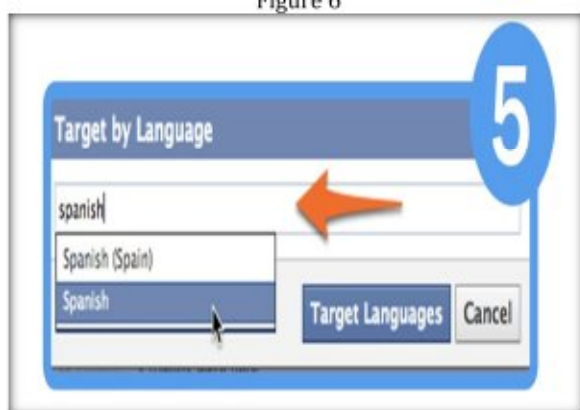


Figure 7

Now, only the organization's targeted audience will see this update in their newsfeeds. Also the marketer can target by both location and language.



Figure 8

- **Linking multiple pages together:**

If the organization decides to create a separate Facebook page for each language it targets, and having each page "like" the organization's other pages. This will make it easy for fans to find each of the organization's pages, as they have a permanent placement near the top of its page's Timeline called featured likes. To create this section, the marketer shall click edit page at the top of the organization's Facebook page and

select Update info from the drop down menu, then click Featured in the sidebar, and hit the add Featured likes button. In the pop-up that appears, and select the pages the organization wants to link together.

- **Tracking the organization's global Facebook marketing campaigns:**

As the organization executes its global Facebook marketing campaigns, it is important to consistently track the organization's progress so it can determine the "Roi" of these campaigns. There are few metrics the organization should track each month:

- Fan base growth of targeted countries and languages.
- Engagement of targeted updates (e.g. number of "likes")
- Reach in the organization's target countries and languages.
- Conversational growth (e.g. "talking about this" or clicking "share").

To access the organization's pages analytics, the marketer has to go to the organization's account admin panel and clicks see all on top of the insights section. On the first of every month, and tracks its progress in a spreadsheet so he can see if the organization's campaigns are effective at driving fans, engagement, and if it reaches in the organization's target global markets, also the marketer shouldn't forget to look at the organization's full-funnel analytics as well, and find out if the organization is generating leads and customers from its Facebook campaigns.

- **Localizing paid ads on Facebook:**

Not every business will elect to run paid advertising on Facebook, especially if the organization has limited budget and is looking to build its fan base and engagement organically, but if it did so, it should know how to target its paid ads by region or language. Facebook ads can target a specific group of people, increasing the return on its investment as it is targeting the people that are most likely to click and download its content.

- Target based on country
- Target based on specific interests
- Targeting anyone
- Targeting people connected to its brand
- Targeting people not connected to its brand
- Targeting Friends of connections

- **Budget and Payment:**

Finally, the organization should set up the budget and schedule its ad. The budget shouldn't



be too high so it doesn't use all on just a few clicks. Also it shouldn't be too low, as the organization may not reach the amount of people it is looking for. The organization should adjust campaign during its first few days of being live to determine its optimal times and costs, and it can pay on a cost-per-click basis or a cost per thousand impressions basis. Cost-per-click means the organization will pay when a user clicks on its ad. Cost per thousand impressions means that the organization will pay each time its ad is seen a thousand times.<sup>(6/23:36)</sup>

**Developing a content strategy for social media to increase engagement with targeted and relevant content:**

There's more, beyond the marketing messages, its about suggestions for improvements or innovation that may originate with the organization's customers: As a result of an actual experience or interaction with the organization's product, its customers have specific information about its business processes and probably an idea or two on how the organization's business might serve them better in the future.

The organization should take in consideration the following, all of which are typical of the kinds of "outputs" a customer or business partner may have formed after a transaction, and will quietly walk away with unless it takes specific steps to collect this information and feedback:

- Ideas for product or service innovation.
- Early warning of problems or opportunities.
- Awareness aids (testimonials).
- Market expansions (ideas for new product applications).
- Customer service tips that flow from users to users.
- Public sentiment around legislative action, or lack of action.
- Competitive threats or exposed weaknesses.

This list, hardly exhaustive, is typical of the kinds of information that customers have and often share amongst themselves and would readily share with the organization if asked.

Whether the organization is posting content on one of its global blogs, Facebook pages, or Twitter profiles, there are certain content creation best practices for global audiences that the organization should keep in mind. It's all about being highly targeted and relevant. If the organization can talk to each of its audiences about what they care about, it will garner the best results from its social media campaigns.

- Provide native translations.
- Use correct spelling variations.
- Use one language per blog.
- Use images wherever possible.
- Be relevant.
- Learn color connotations.
- Get local contributors.
- Interconnect each asset with link.<sup>(6/83:88)</sup>

Also the organization should be aware that if its social media strategy serves as a guide that can follow in order to get from point A to point B. It allows the organization to stay on the correct path for its business and helps it to increase the number of top quality target audience members. If the organization does not have a social media marketing strategy it means that it won't be in control of the direction that it follows. It may mean that it will be all over the place and will have the possibility of never reaching its goals (at least, not all of them). Part of what the organization must include in its social media marketing strategy is specific approach.

- First of all, it is critical that the organization establishes its objective(s) before anything else. Because without objectives, it will have a very difficult time of getting where it needs to be.
- Aligning social media marketing strategy with the organization's objectives is an extremely important second step. As it must make sure that it has an established connection between the two. This all ties into getting from point A to point B. Without the alignment, it will not make progress. There are many different social media marketing objectives that the organization can focus its business on. Some of the more productive ones are:
  - Generating new leads.
  - Dramatically increasing the number of people who opt in to its newsletter or other offerings.
  - Promoting a particular event.
  - Attracting more traffic to its landing page.
  - Promoting its new offerings.
  - Paying close attention to analytics so that it can understand clearly how its business is progressing.
  - Giving credit where credit is due. It is very important to acknowledge its fans and followers who have been nice enough to support its efforts and to pass on the word to other people they know and trust, also express in some way that much it appreciates what they are doing for it and its business.

Some of the analytics that the organization should pay attention to be the number of conversions it has made, how much revenue generated through those conversions, and the total amount of money earned through the organization's social media marketing efforts.

- Figuring out how to define success. Being able to define and measure success is extremely important when it comes to the organization's social media marketing strategy. There are several ways that the organization can measure that, including:
- Stepping up the number of conversions made.
- Multiplying the number of re-tweets on Twitter that have occurred.
- Increasing the number of new visitors, time spent on its business website, and the number of times that visitors viewed its page.<sup>(20)</sup>

#### **Woman clothes fashion:**

People have different attitudes to fashion. Some are indifferent - they do not care what they wear. Others, especially women, are very choosy and particular about what to wear and like to spend a lot of money on clothes. Some people buy ready-made clothes, others prefer to have them made to measure or buy them at second-hand shops. Some women have excellent taste in dress and are always dressed perfectly, others are slovenly in dress, also there are some women who want to be dressed according to the latest fashion at all costs even if it does not suit them. It seems that it is a hobby for them to follow the fashion magazines and see what a few leading designers in Paris, Rome, London or New York present. For some women fashion is a matter of differentiation, the eagerness to distinguish oneself from one's fellows. For others it is a need to match their ideal model by imitating his/her appearance.

Different factors which have influenced the styles of clothing such as geography, climate, poverty and wealth have played their role. It is also noted how rich women altered their clothes with every fancy of their tailor while the poor ones garments changed slowly. Then the cheap manufacture of cloth and the invention of the sewing machine brought about a revolution. Ready made clothes have become relatively cheap and now fashionable trends are imitated all over the world. On the other hand all of these facts resulted in a kind of uniformity. It is hard to tell the class, profession or even sex by the form of dress.

Styles, cuts, designs and particularly the length of clothes change very quickly because

dressmaking has become a big business nowadays. Tight-fitting miniskirts may be in at one time, soon to be replaced by mid calf length and loose dress or maxi-style. Fashions often come back to older styles. What is out of fashion, funny or ridiculous now, may look romantic a few decades later. But the fashions never repeat themselves quite in the same way. There can be a whole range of distinctive features. We could note various types of neckline (high or low, oval, V-neck, boat neck, tie or polo neck, with collar or collarless), and various cuts of sleeves (inset, raglan, dropped shoulder or batwing). The dress may have a classic line, A-line or be straight. The waistline may be natural, high or low. At one time straight or slit skirts are in, at another full, bell-shaped or divided skirts become trendy. There is also a variety of materials the dress can be made of, traditional natural materials such as cotton, wool, linen, silk and the vast collection of new fabrics based on man-made fibers. But everybody usually looks for first class, washable, non-iron, crease, and shrink-resistant fabric. Their design can be plain or patterned (flowered, geometric, striped, checked, dotted or spotted) and taken from the whole spectrum of colors running from the brightest and most garish to the coolest and most subdued.

The way we dress also depends on our taste, on the season and the proper occasion. In summer women wear light summer dresses, loose blouses with a low neckline and with short sleeves or without sleeves, skirts gathered at the waist or bell-shaped, cropped trousers, shorts or Bermuda shorts and various T-shirts. On the feet women pull on sandals, mules, slippers or plimsolls. When women go swimming we put on a swimsuit (bikini, one-piece or two-piece) or trunks, sometimes a beach gown and a straw hat. In winter women need to wear something warm - suits, trousers, jeans, woollies, cardigans, polo neck sweaters, jumpers, anoraks and parkas, winter coats and jackets, sometimes even a fur coat, gloves and mittens, caps, hoods, hats, scarfs and mufflers, and boots of course.

On special occasions women like to be dressed properly too. When they go to a concert or to the theatre women prefer to be dressed up. In the evening women may wear a dress, which consists of a dark suit, a light shirt and a tie or a bowtie, sometimes a dinner jacket, an evening gown, court shoes and pumps. For sports women put on sports wear, such as jeans, shorts, T-shirts, blazers, parkas, track suits and to the

mountains a waterproof jacket or anorak and sports shoes (trainers, plimsolls, heavy boots or skishoes). At home we like to feel comfortable, and so they prefer leisurewear - slacks, jeans and T-shirts and on our feet slippers or mules. To school women wear something practical and plain. The most favorite wear of teenagers include jeans or trousers, shirts and T-shirts of different colors, sweatshirts or pullovers and trainers. For workshop or cleaning jobs women must put on an apron, overall or overalls, in the following part we show the woman fashion trend on 2013–2014.<sup>(21)</sup>

#### ✓ **Used Patterns:**

The most used patterns from bold graphic prints to oriental styling and monochrome color and there will crave jumbo statement strips and faux flower floral.<sup>(22)</sup>

#### ✓ **Colors:**

Testimony to the fact that they are not entirely sold on vivid bright or soft pastels, the season's top 10 colors for women and men offer a healthy sampling of both, as shown in figure (9) Dazzling Blue leads the charge for women, ranking first with the more subdued Violet Tulip second and the more vivacious Radiant Orchid third. "What's interesting is we're seeing exciting and fashionable colors as well as more neutral ones. It's not as though everyone is willing to wear the bright colors from recent seasons head to toe, their needs to be equilibrium, and that is a more serious word than balance. The world still needs the stability of soft neutrals but we're not just talking about gray, beige and taupe", said Leartrice Eiseman, Pantone Color Institute's executive director. "When Placid Blue is redefined as a neutral, more people understand that it's not just a traditional color but one you can depend on. There is a reason people look outside each casual, knowing the sky is out there and hoping that it's blue". Whether Placid Blue's seventh-place ranking for women is a case for veiled optimism is open to debate, but the prevalence of crossover colors for spring cannot be disputed. In addition to Dazzling Blue, Paloma and Placid Blue, four other colors appeared on the both lists, Celosia Orange, Freesia, Cayenne and Sand. "It's all about a sense of balance. All designers want everyone to have fun with our clothes and to enjoy what we're wearing but there still needs to be a bit of practicality", she said "Colors talk to the idea of optimism in fashion. The economic standpoint is still very

much part of it".<sup>(23)</sup>



Figure (9) shows women pantone colors for 2014 Casual dress gives women the opportunity to be fashionable and comfortable at the same time. It allows them to not get caught up on appearances or take too much time deciding what to wear for various occasions. Within reason, in any situation, a woman can make her style of dress more casual even in workplace or semi-formal settings. For business settings that require business garb, women can wear low heels and apply that same tactic to semi-formal settings as well.

Women can wear casual dress throughout the year. Each season simply means a different style of casual dress. In the fall and winter months, women tend to wear casual boots and jeans, while in the spring and summer women break out flip flops, casual sandals, sundresses and shorts to beat the heat.

An increasing number of companies are ditching stuffy, workplace attire and reinstating a more fun, casual style of business dress. For those companies, "casual Fridays" are every day, and while employees are still expected to wear clothes that are semi-professional, they have more freedom to dress outside of the black business suit and conservative shoes combo. For women, this means casual, yet semi-conservative dresses like wrap dresses, loose-fitting summer dresses that don't show too much cleavage or leg (knee-length at least), linen pants and casual short-sleeve collar-shirts on hot summer days. Some companies allow jeans and casual tops on their "casual" days as well, and even sneakers can be allowed.

Regardless if women are going to the mall, shopping along street boutiques, strolling through the park or sifting through books at a bookstore, women have a variety of opportunities to implore casual dress. Jeans can range from skinny to baggy, and shoes can range

from sneakers to chic flats to casual boots. Casual dress tops for street wear can include tank tops, fitted short-sleeved and long-sleeved tops, among others. Women can also wear casual loose-fitting dresses, long or short, with low heels as well.<sup>(16)</sup>

### **Islamic Art:**

The term Islamic art not only describes the art created specifically in the service of the Muslim faith (for example, a mosque and its furnishings) but also characterizes the art and architecture historically produced in the lands ruled by Muslims, produced for Muslim patrons, or created by Muslim artists. As it is not only a religion but a way of life, Islam fostered the development of a distinctive culture with its own unique artistic language that is reflected in art and architecture throughout the Muslim world.

The lands conquered by the Muslims had their own preexisting artistic traditions and, initially at least, those artists who had worked under Byzantine or Sasanian patronage continued to work in their own indigenous styles but for Muslim patrons. The first examples of Islamic art therefore rely on earlier techniques, styles, and forms reflecting this blending of classical and Iranian decorative themes and motifs. Even religious monuments erected under Umayyad patronage that have a clearly Islamic function and meaning, such as the Dome of the Rock in Jerusalem, demonstrate this amalgam of Greco-Roman, Byzantine, and Sasanian patterns. Only gradually, under the impact of the Muslim faith and nascent Islamic state, did a uniquely Islamic art emerge. The rule of the Umayyad caliphate (661–750) is often considered to be the formative period in Islamic art. One method of classifying Islamic art, used in the Islamic galleries at the Metropolitan Museum, is according to the dynasty reigning when the work of art was produced. This type of periodization follows the general precepts of Islamic history, which is divided into and punctuated by the rule of various dynasties, beginning with the Umayyad and Abbasid dynasties that governed a vast and unified Islamic state, and concluding with the more regional, though powerful, dynasties such as the Safavids, Ottomans, and Mughals.

With its geographic spread and long history, Islamic art was inevitably subject to a wide range of regional and even national styles and influences as well as changes within the various periods of its development. It is all the more remarkable then that, even under these

circumstances, Islamic art has always retained its intrinsic quality and unique identity. Just as the religion of Islam embodies a way of life and serves as a cohesive force among ethnically and culturally diverse peoples, the art produced by and for Muslim societies has basic identifying and unifying characteristics. Perhaps the most salient of these is the predilection for all-over surface decoration. The four basic components of Islamic ornament are calligraphy, vegetal patterns, geometric patterns, and figural representation.<sup>(18)</sup>

### **Design Ideas:**

The term design is the process of planning and organizing, or placement of a goal, perceived in advance and is accomplished by different physical means. It is a process that is in a continuous need for exercise that aims to arrive at a form or to achieve a purpose.

The designer should be in possession of imagination and creativity talents and to be able to link between them within an integrated entity that has continuation and innovation to serve specific and defined goals. The design isn't only an expression of creative emotions. The purpose of design is the conveyance of ideas and optical data with the organization of various patterns in order to obtain a total satisfactory, which gives the equilibrium and balance to these patterns.<sup>(7/22)</sup> A number of design ideas and the outcomes of its treatment, using computer are illustrated. It has been taken into consideration the structural, plastic and aesthetic basics of design that are suitable for women casual printed clothes.

### **Some of the Patterns used in Designs:**

**Geometric Symbols:** Throughout the ages mystics and theologians have used geometry as a contemplative focus, as it enables the viewer a vision of the underlying order of both the cosmos and the natural world. The cyclical movement of heavenly bodies, which Plato described as the 'music of the spheres', finds its Earthly reflection in the natural symmetries found throughout nature and most strikingly within the world of flowers, the proportions of which are governed by simple geometric laws. The origin of the word 'cosmos' is adornment (from which we derive the modern word 'cosmetics') and the adornment of sacred buildings with both floral and geometric patterns makes the viewer sensitive to the subtle harmonies uniting the natural world around us with the cosmos. In Islamic art the geometric figure of the circle represents the primordial

symbol of unity and the ultimate source of all diversity in creation. The natural division of the circle into regular divisions is the ritual starting point for many traditional Islamic patterns, as demonstrated in the drawings below. The decorative patterns deployed use a range of symmetries that have now been classified as belonging to distinct mathematical groups, but the subtlety and beauty of the designs is unparalleled in modern mathematical thinking.<sup>(13)</sup>

Tile panel (detail), 10th–11th century; Samanid period, Iran, Nishapur, Terracotta, painted; 18 1/2 x 34 in. (47 x 86.3 cm), Rogers Fund, 1939 (39s.40.67)

Terracotta is baked clay, often unglazed and sometimes molded, or modeled into a figure or architectural pattern. This panel exemplifies how geometric patterns can be revealed almost magically when individual patterns of indistinct shape are assembled in larger compositions. A large octagon in the center is intersected by an interlaced design. The design looks simple because it is based on half-squares with two open sides rather than half-octagons.



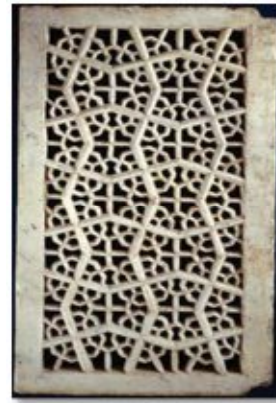
Pattern 1



Pattern 2

Textile fragment, 14th–15th century; Nasrid period Spain, Silk, compound weave; 40 3/8 x 14 3/4 in. (102.6 x 37.5 cm) Fletcher Fund, 1929 (29.22) The patterns on this textile fragment recall the decoration on the tiles and painted stucco adorning the walls of the Alhambra in

Granada, the capital of the Nasrids, the last ruling Islamic dynasty in Spain. The various forms of Islamic ornament are presented on this textile with brilliant contrasting colors to create a sense of animation and balance. The main repetitive motif in the geometric bands consists of an eight-pointed star formed by two overlapping squares.



Pattern 3

Openwork screen (jali), 1610; Mughal period, India, probably Agra, Marble; 48 1/8 x 16 1/2 in. (122.2 x 41.9 cm), Rogers Fund, 1984 (1984.193), Pierced screens (jalisi) of pink sandstone or white marble were widely used in Mughal India and fulfilled many architectural functions, serving as windows, room dividers, and railings. They allowed for the circulation of air and provided shelter from sunlight, but the geometric patterns and their projected shadows also produced aesthetic effects.



Pattern 4

Molded tile panel, 13th–14th century; Mughal period, Iran, Nishapur Ceramic with turquoise and cobalt glaze; 41 1/2 x 24 in. (105.4 x 61 cm) Rogers Fund, 1937 (37.40.26,.27) Ceramic tiles provided a perfect material for creating tessellated patterns that could cover entire walls or even buildings. A pattern such as this required



only two kinds of molds to make a beautiful and interesting design, one of the most popular of Islamic tessellations. The Western eye might read this pattern from left to right and from top to bottom, the way a page of print is read; however, any star or hexagon can serve as a central figure from which the rest of the pattern radiates. A perfect expression of radiation from a central point, the star is the most popular design pattern in Islamic art. The six-pointed stars in this pattern are molded with a lotus design from China, an important influence on Islamic art.

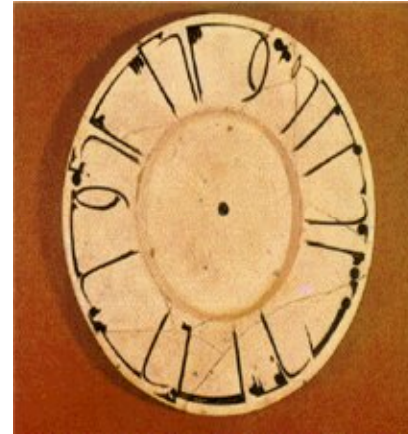


Pattern 5

Pair of doors, 1325 –30; Mamluk period Egypt, attributed to Cairo, Wood inlaid with carved ivory panels; 65 x 30 1/2 in. (165.1 x 77.5 cm), The Edward C. Moore Collection, Bequest of Edward C. Moore, 1891 (91.1.2064 a,b) Egyptian artists created very intricate designs like this one in many materials. This pair of doors from the pulpit of a mosque is made of wood strips enclosing polygons of elaborately carved ivory. The pattern of twelve-pointed stars is enclosed in congruent circles that cover the space of the doors.<sup>(9/12:16)</sup>

**Calligraphy:** Islamic calligraphy is a fascinating art form giving rise to expressions that combine spiritual meaning with aesthetic beauty. Calligraphic expression is a fundamental decorative pattern of all forms of Islamic art, ranging from Architecture to ornamental design, and has been widely used throughout historical and modern times. Numerous styles of script have been developed over time each with a variety of expressions and yielding different

compositions.<sup>(8/1)</sup>



Pattern 6

A 10th century plate from Iran decorated with Arabic (Kufi-style) script.<sup>(12)</sup>



Pattern 7

Cut steel plaque in Thuluth script, 17th century. The word "thuluth" means "of three", being the ratio of the height of the curved part of the letter to the letter as a whole. Original in the Metropolitan Museum of Art.<sup>(14)</sup>



Pattern 8

Textile fragment, linen, block-printed, W: 41 cm, L:36 cm, Mamluk 14<sup>th</sup> century, 1928.<sup>(1/113)</sup>

The diwani script (top) and the so called "royal" diwani (below) were developed by Ottoman calligraphers for use on state documents.

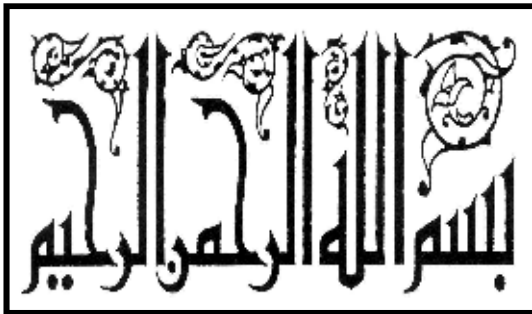




Pattern 9



Pattern 10



Pattern 11

Kufi or Kufic: is noted for its proportional measurements, angularity, and squareness. Kufic is one of the earliest styles to be used to record the word of God in the Qur'an. One of the early kufic inscriptions can be seen inside the Dome of the Rock in Jerusalem.<sup>(12)</sup>

Tie panel, underglaze painted, W: 132 cm, H: 100 cm., Iznik, Ottoman, early 17<sup>th</sup> century.<sup>(1/249)</sup>



Pattern 12

Tughra' script was used by the Ottoman sultans as their signature.<sup>(19)</sup>



Pattern 13

Mosque lamp, 1285 Mamluk, Egypt.

Brownish colorless glass, free-blown, enameled, gilded, and stained; tooled on the pontil; H. 10 3/8 in., Max. Diam. 8 1/4 in. Gift of J. Pierpont Morgan, 1917.<sup>(17)</sup>

**Plants:** Plant motifs and patterns were used to decorate architecture and objects from the earliest Islamic period. Plants appear in many different forms in Islamic art, ranging from single motifs to extended patterns, and natural depictions of flowers to plant forms which are complicated and heavily stylized. Artists drew inspiration from different types of plants and flowers at different times. Patterns were created using a range of techniques, including repetition of a motif within various grids, reflective and rotational symmetry, and freehand design.<sup>(24)</sup>



Pattern 14

Tie panel, underglaze painted, W: 107 cm, H: 86 cm., Iznik, Ottoman, early 17<sup>th</sup> century.<sup>(1/248)</sup>

**Animal Motifs:** The virtual preclusion of human and animal representations in the religious context was systematic and deliberate, but in all other spheres both real and mythical animals held an important place in Islamic art.

Birds and horned animals, dragons and griffons are predominant, while beasts of burden, animals of the land,



Pattern 15



Pattern 16

Fire place, underglaze painted, H: 320 cm, W: 152 cm., Iznik or Damascus, ottoman, 17<sup>th</sup> century.<sup>(1/246)</sup>



Pattern 17

Vase, H: 26 cm, D of body: 25 cm., Fatimid 11th century<sup>(1/82:83)</sup> appear only occasionally, often reflecting local popular culture.<sup>(15)</sup>

**Designs and Application**

Those designs based on the dynamic motion of line to form basic geometric patterns, by using organic, geometric, and calligraphic patterns from Islamic art. And the researcher put in consideration the latest fashion trends in using colors according to women pantone shown

previously in figure (9), also by using the bold graphic prints of Islamic motifs, as well as using the latest Photoshop techniques.

**In Design 1 (Main Design)**, It's noticed that the usage of different bold Islamic calligraphic patterns, as the royal diwani script shown in pattern no. 9, in a geometric arrangement to form shuttered strips confirming the contrast between black and sand colors, also the usage of The kufi script shown in pattern no. 11, in a plastic formulation where the letters intersected and combined together to form an acute triangle, also the trial of cooping with the latest fashion trends through the usage of colors shown in the women fashion pantone for 2014. **(Idea no. 2)** depends on the random usage of color spots for colors from 2014 pantone as celosia orange, hemlock green, and dazzling blue, in the background, while In **(Idea no. 3)** the usage of violet tulip color, radiant orchid, and paloma with placid blue resulting in a contrast enriches the design.



Main Idea



**Design 1**  
variation 1



Variation 2





Main Idea Application



Idea 2 Application



Idea 3 Application

**Design1 Functional simulation**



Main Idea



**Design2**  
variation 1



Variation 2



Main Idea Application



Idea 2 Application



Idea 3 Application

**Design2 Functional simulation**

**In Design 2 (Main Design)**, some geometric patterns as those shown in patterns no. 1, and no. 5, are mixed with plant patterns shown in patterns no. 15, and no. 16, as this intersection helped in constructing complete form, also the usage of plant patterns in a curved and oblique directions added a sort of gentleness, tenderness, and leniency where the rules of dynamic and consistency with a balanced appearance, as the intersection of the two shapes resulted in a harmony and contrast, also it was adhered with the latest fashion trends in colors as it is noticed the usage of hemlock green also using the floral patterns advised by fashion designers for 2014, while in **(Idea no. 2)** it is clear that the usage of placid blue, cayenne, celosia orange, and freesia yellow, from 2014 pantone created a dynamic sense in the background forming un even stripes in a longitudinal way which caused the creation of rhythmic harmony in such plastic treatment, and in **(Idea no. 3)** the horizontal stripes are used again but in a bold way where it can be noticed the shuttering resulted from the intersection of floral and geometric patterns with the horizontal stripes, figuring a texture coop with the latest fashion requirements, also the usage of the latest fashion pantone for 2014

through the intersection of cayenne with hemlock green and treating patterns with fine outline in the background helped keeping the design balance and computability.

**In Design 3 (Main Design)**, It depends on the dynamic effect of Islamic animal motif shown in pattern no. 17, side by side with the calligraphic patterns shown in patterns no. 6, no. 8, and no. 13, which differed among themselves in size and diversity with the increase in the roundness of the curved line decoration, together in consistency with a balanced appearance since the adhesion of the two types of motifs resulted in a harmony which help the continuity of the design. Also it is noticed the usage of woman fashion latest pantone for 2014 through the usage of placid blue, cayenne, hemlock green, freesia yellow colors, while in **(Idea no. 2)** the usage of sand, cayenne, and placid blue colors, noticed, also using a thin fine relief outline around some patterns resulted in its boldness, while in **(Idea no. 3)** it is clear that the contrast resulted from the usage of un even stripes in the background and their intersection with the main organic and calligraphic patterns helped in forming a bold texture cooping with the latest fashion trends.

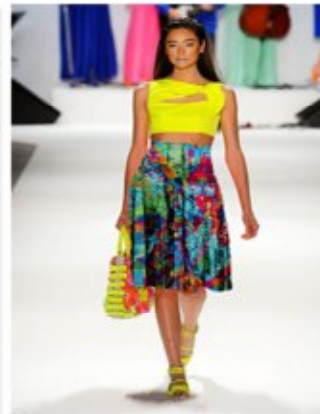
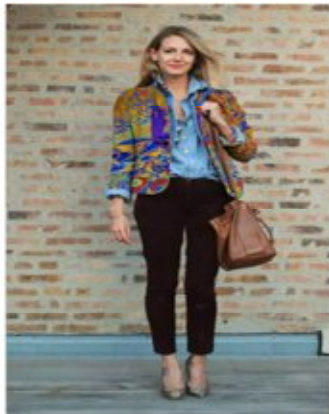


**Design3**

**Main Idea**

**variation 1**

**Variation 2**



**Design3 Functional simulation**

Main Idea Application

Idea 2 Application

Idea 3 Application



**In Design 4 (Main Idea)**, it is made use of geometric patterns shown in pattern no. 8, no. 16, with the calligraphic units shown in patterns no. 10. Which led to the identification of areas and adding a sense of relaxation unlike its dynamic nature, also colors played an important role in showing difference in textures between soft and rough which helped in linking the form with the background, to enrich the beauty of each pattern separately, also cooping with the latest fashion pantone is kept through using

hemlock green, sand, while in **(Idea no. 2)** it is obvious that the bold textures added randomly using Photoshop techniques, also using hemlock green with placid blue to confirm the bold textures appears in the background due to using different sizes of calligraphic patterns. **(Idea no. 3)** depends on random mixed color areas, where the geometric shapes faded with the background resulted in a compatible form between patterns and background.

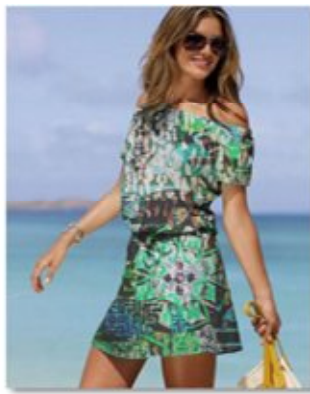


**Design4**

Main Idea

variation 1

Variation 2



**Design4 Functional simulation**

Main Idea Application

Idea 2 Application

Idea 3 Application



**Design5**

Main Idea

variation 1

Variation 2





**Design5 Functional simulation**

Main Idea Application

Idea 2 Application

Idea 3 Application

**In Design 5 (Main Idea)**, different calligraphic patterns are used from patterns no.7, no. 9, and no. 12, as the repetition of color between the form and the background has led to the creation of a sort of rhythmic harmony in such art work, In **(Idea no. 2)** it depends on background colors

which helped in focusing on the main patterns used, while in **(Idea no. 3)** it is focused on sand color, violet tulip, and placid blue, side by side with cyanne in a round distribution which helped in patterns boldness to coop with the latest fashion trends.



**Design6**

**Main Idea**

**variation 1**

**Variation 2**



**Design6 Functional simulation**

Main Idea Application

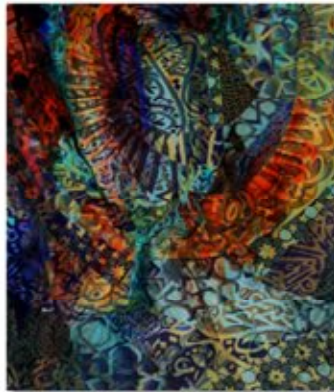
Idea 2 Application

Idea 3 Application



**In Design 6 (Main Idea)**, It is noticed the necessity of the structural design for working on prevailing form using geometric patterns shown in patterns no.4, and no. 5, with the calligraphic patterns shown in pattern no. 7, with the textures represented in the background helped in constructing the form, also the contrast resulted from using placid blue, cayenne, and dazzling blue helped in figuring a dynamic relationship between patterns and background, while in **(Idea no. 2)** it is noticed the usage of hot colors as celosia orange, and freesia yellow, with dazzling blue, which resulted in a harmony between patterns, also using random stripes form in the background caused a bold texture coop with the latest fashion trends, and in **(Idea no. 3)** It is obvious that it is made use of the boldness of geometric patterns and the usage of celosia orange, placid blue and dazzling blue, which resulted in verifying the rules of dynamic and consistency with a balanced appearance due to using Photoshop techniques.

**In Design 7 (Main Idea)**, Where it is clarified the combination of decorative geometric units shown in patterns no. 2, no. 3, and no. 4, side by side with calligraphic patterns shown in patterns no. 7, no. 8, no. 12 and no. 13, which create a sense of value to the recipient, where the repetition of color dazzling blue, placid blue, and sand between the form and the background led to the creation of a sort of rhythmic harmony, while in **(Idea no. 2)** the relation between form and background is retreated to figure the patterns plastically using the latest fashion pantone for 2014 using celosic orange, hemlock green and dazzling blue, as the warm colors have been distributed in a semi balanced way between the form and the background to confirm the unity of work through the organization of perception and linking parts of the work with each other, **(Idea no. 3)** depends on the outline of the patterns to figure the patterns boldness and to coop with the latest fashion trends.



**Main Idea**

**Design7  
variation 1**

**Variation 2**



**Design6 Functional simulation**

Main Idea Application

Idea 2 Application

Idea 3 Application

**Conclusion:**

- 1- Direct communication with customer through social networks can give the organization competitive advantage both locally and globally.
- 2- The study presented 7 main innovated plastic solutions for design ideas and 14 extracted ideas (2 Ideas from each design) which are plastically developed from samples of Islamic art, acquainted with their retreatment, can enrich the field of women casual printed clothes, as it was taken in consideration the latest fashion trends in order to attract wide range of customers.
- 3- The study also emphasizes the necessity of implementing applied artistic researches and following an optimal utilization to link between art, technology and different marketing fields.

Hence the author would like to recommend that attention should be paid to the latest technological ways of communication with customers in textile organizations.

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