

Creating Fashionable trendy designs for women inspired from Siwa oasis traditional costumes

Nagah S. Ashour

Faculty of women for Art, Science and Education, Ain Shams University, Cairo, Egypt

Rania N. Shaker

Faculty of women for Art, Science and Education, Ain Shams University, Cairo, Egypt

Abstract:

Designs ideas can be obtained from many sources of inspiration. Designers are often influenced by anything visual from nature to a fruit plate. Apparel designers are inspired by necessity the need to create fashion which called Form Follows Function. Folk dress may indicate religious affiliation. Age and marital status is communicated by folk dress. **Egypt** had a range of traditional costumes, The traditional clothes are differing from governorate to another in Egypt, according to its geography, weather, culture, customs, traditions, and beliefs, The oasis of Siwa--the so-called Pearl of the Egyptian Desert ,inspired many designers and artists , *So The objective of this paper is to develop strategic thinking in designing in order to achieve viable solutions for fashion designing .throw design different contemporary women designs inspired from the Siwan folk costumes.*

Keywords:

trendy designs
Siwa oasis
traditional costumes

Paper received 18th February 2019, Accepted 13th March 2019, Published 1st of April 2019

I-Introduction

Designers are mainly interested in the visual appearance and connotations of the objects, and seldom in the conceptual integrity of the design. Different sources of inspiration can be combined in one garment: a designer garment, a Roman ornament, a piece of tree bark. Even though the use of sources of inspiration is entirely pragmatic, it is possible to identify different types of sources of inspiration performing different roles. Designers find the same inspirational blend of colors, motifs shapes, and spaces in folk costume. Folk dress signifies a special day, such as Sunday, holiday, or ceremonial day. Clothing for brides and grooms are among the most elaborate. Folk dress indicates the occupation of the wearer (for example, shepherd). Folk dress distinguishes wealth and social status, typically through the number and quality of clothing items. Components of folk dress have a "magical" function. For example, the ritual marriage cap placed on a new bride brought fertility and good fortune. Folk dress signifies regional and national affiliation^(1, 2, 3)

Folk(ethnic) influence Folk dress may indicate religious affiliation. Age and marital status is communicated by folk dress. Contradictory situations in peasant society, such as single motherhood, are visible in a woman's appearance. Folk dress has approved aesthetic qualities that attract available members of the opposite sex^(1, 2, 3, 4, 5)

Egypt had a range of traditional costumes. The

farmers (fellahin) basically wear gallibayas. In the cities the upper classes adopted the clothes of their conquerors - Ottoman Turks from 1500s, and later European from 1798. To the south the Nubians have their own distinctive costume and across the desert the Bedouin also have a separate style of clothing. The traditional clothes are differing from governorate to another in Egypt, according to its geography, weather, culture, customs, traditions, and beliefsetc^(4, 5)

Siwa or The oasis of Siwa--the so-called Pearl of the Egyptian Desert--is located 315 (km) south of the Mediterranean port town of Marsa Matruh, Egypt, the nearest city of any size within 500 km. Known as Wahat Siwah in Arabic, the 1,000 square km Siwan Depression is 82km long, varies from 2 to 20 km wide, and lies as much as 18 meters (m) below sea level on the northern edge of the Great Sand Sea of Egypt's Western Desert--the Sahara^(6,7).

Women's traditional clothes in Siwa:

Woman's clothes and jewelries in Siwa are unique; the woman wears colorful robes with wide and long sleeves. The robe has a decorative silk piece called "Touque" around the neck and it has four thin black pieces on both sides. The old woman wears a black robe, both inside and outside the home. When the married woman goes to congratulate or console a neighbor, she wears several robes, including a black dress with long and wide sleeves; she wraps her body with a large piece of dark grey fabric striped with black and grey lines placed over the head called "mellaya".

The favorite robes for woman in Siwa are two dresses which she had made before marriage for celebrations, one of them is black and the other is white with long and wide sleeves and rich silk embroidery of variegated colors around the neck and the front part of the robe. "Sunburst" embroidery patterns picked out in silk threads with mother of pearl buttons. Siwa's well documented

link with the ancient Egyptian sun god Amun-Ra may be the origin of this radiating "sunburst" design always found embroidered in multi colored silks on Siwan wedding dresses. The T-shaped black wedding dress was worn on the seventh day of the wedding. The mother of pearl buttons that cover the front panel of the dress may have a talismanic function, repelling bad luck.



Fig.(1) samples of Siwa cloth

Woman in Siwa used a shawl called "Itrqat" to cover her head at home and in celebrations. It is a rectangular piece of fabric embroidered with silk threads and it has Silk tufts too. A wedding shawl with the distinctive Siwa radiating sun design worked in multi colored silk thread. The choice of colors - predominantly red, orange and yellow -

are similarly associated with the sun. There is another style of shawl which is worn by women of the Oasis when outside their family home. It is a large rectangular piece . Girls from Siwa were expected to prepare up to seven pairs of trousers prior to their wedding .(3,8,9)



Fig (2) Black and white wedding robe in Siwa

The dress or shirt in Siwa looks different in construction of the other Egyptian folk costumed. Looks like the ancient Egyptian tonic and old Coptic shirt. The embroidery focused mainly in the front it looks like rays and the embroidery geometrical and naturalistic The Siwan slacks (serwal) look wide at the upper turning wider in the bottom. The decoration focused in the focused in the bottom of legs⁽⁵⁾

The objective

The objective of this paper is to develop strategic thinking in designing in order to achieve viable solutions for fashion designing. .throw design different contemporary women designs inspired from the Siwan folk costumes.

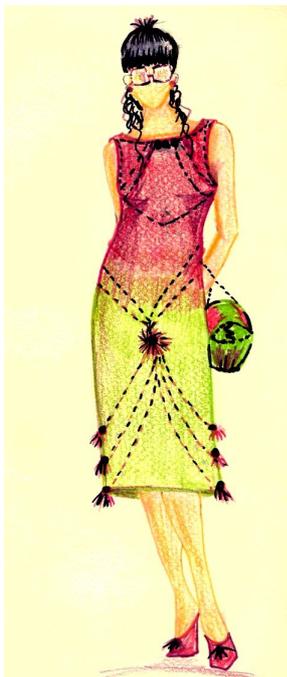
II- Experimental Work.

The present research used the different silhouettes of traditional clothes from Siwa - Egypt as a source of inspiration to create fashionable designs for women. Models were drawn for the age group (25-40 years old). Models poses have been matched to the designs, which reveal the shape and style of the designs and enhance the dramatic effect desired by the designer. Ideas are sketched out in rough sketches. The sketches are then reworked and redrawn, starting with a really quick pencil drawing and then being revised and redrawn into a full-color sketch, Watercolor pencils are used to specific details and fabric renderings to designs.

III- Results and analysis.

Fashion is an immaterial concept and clothes are the materialized objects of this concept^(10.) In any single culture, the definition of what constitutes an extreme fashion may be agreed upon; but extreme fashion, like beauty, is in the eye of the beholder. Particularly between Western and non-Western views there are very different ideas of what is excessive or outlandish, or verging on the unacceptable^(11, 12) All affected by fashion: as individuals when using clothes and other products to create an identity and an image and as consumers participating in the wheel of consumption and economy. Although these designs not necessary are so weird or loud, some even might see simple and banal. Since fashion is a visual language that people employ to communicate with each other. Furthermore, it's about creating an identity and a space in response to the culture we inhabit.⁽¹³⁾ *It is important to remember that contemporary fashions bear obvious and subtle links to fashions throughout the ages. Contemporary styles have both diversified and limited traditional looks. Creating designs from examples in costume design history forms the harmony between fashion and costume design.*

Design (1)



Structural Design:

The garment consists of one piece dress, one cut from shoulder to the knee, this dress is sleeveless. It seems for the first sight very simple item, but the motivation is the potential of this form of clothes for the acceptance of obvious, clear, elegant.

Decorative Design:

This garment decorated with different ornaments

and decoration units, the decorative motifs and elements include flounces, tassels and sewing in shape of sun rays that famous in the traditional costumes of Siwa.

Functional Design:

This outfit is suitable for day and evening events can also be used for young and middle age ladies.

Colors: foshia ,, ochre, and black. Suggested Fabrics: linen and viscose.

Design (2)



Structural Design:

this outfit consists of two pieces, long skinny pants with cut off top with empire cut. It seems for the first sight unconventional outfit, but its feminine soft cut and lines reveal that it's could be used as a familiar look, the change in the sleeve cut and the empire cut emphasis the feminine look, also the reparation of the triangle cut in the top and used buttons reveals the Siwan cultural taste.

Decorative Design:

This outfit bears more than one aspect of Siwan feature the decorative repeated triangle give the spirit of movement and energetic look, while the empire bra cut in upper release the feminine touch, creating a joyful spirit by using mandarin orange and denim blue colors emphasis the youth look.

Functional Design:

This outfit is suitable for day events, can also be used for young and middle age ladies.

Colors: white, black, orange, and blue. Suggested Fabrics: linen and viscose.

Design (3)



Structural Design:

This outfit consists of two pieces wide three quarter semi Harem pants along with crop top, it seems at the first glance non-familiar but the motivation is the potential of this form of outfit for the modification, adaption remediation of the softness of harem pants line through the change of the usual pants length. As obvious the decorative stitches in the blouse with shiny colors are governing the Socio- cultural dimensions of the final design, the top and the pants cuff may reveal the Siwan aroma.

Decorative Deign:

This outfit bears some aspects of Siwan characteristics, the embroidery that distributed in the top and the pants cuff including the famous Siwan ray stitch and buttons, using of two contrasted colors shiny orange and denim blue emphasizing the main idea, and serving as balancing tools of design formation, the crochet belt and pants cuff embroidered with shiny buttons evoke the Siwan aroma.

Functional Design:

This outfit is suitable for day and early evening events, for ladies and mid age women.

Colors: scarlet, denim, ochre, and blue. Suggested Fabrics: linen and viscose.

Design (4)



Structural Design:

The garment consists of two parts, long fitted blouse with long sleeve and long pants (trousers) it seems for the first glance classic outfit but it can serve as a casual one.

Decorative Deign:

The garment decorated with different ornaments and decoration units .the decorative motifs and elements include different

Functional Design: this garment is suitable for different occasions and places, suitable for young and middle age ladies.

Colors: white, blue, ochre, and purple . Suggested Fabrics: linen and viscose.

Design (5)

Structural Design:

This outfit consists of parts, sleeveless dress and kimono jacket; it is look for the first sight a classic conventional outfit, but the rays in the embroidered jacket reflecting the spirit of Siwan culture make the outfit trendy, and contemporary come out of its originality.

Decorative Deign:

This garment bear more than one aspects of the Siwan features, the decorative motifs and elements are distributed on the outer garment including rays and stitches inspired from Siwan culture. The using of two contrasted colors in olive green and pinky purple, serves as balancing tool to the design formation, also the shiny stitches reflect the Siwan touch.

**Functional Design:**

This garment is suitable for different occasions and places, suitable for young and middle age ladies.

Colors: pink, ochre, and black. Suggested Fabrics: linen and viscose.

Design (6)**Structural Design:**

This outfit consists of two pieces knee length skirt and with waist long sleeve blouse, it seems for the first glance ordinary classic look, but later you will discover the fantastic real value hidden behind this simplicity, the magical rhythm that achieved and accurate balance the net distribution of the decorative stitches on the blouse, the ability of such product to aspect range of decoration and modification, adaption and remediation of both blouse and skirt.

Decorative Design:

The decoration in this outfit including the Siwan ray stitch and seam lines , emphasis the spirit of balance and dynamic rhythm .realistic motifs and color arrangement plays a great rule in this combination of classic and modernity via mixing the olive green and golden brown give the classical elegant look.

Functional Design:

This garment is suitable for different occasions and places, suitable for young and middle age ladies.

Colors: white, hazelnut brown, ochre, and burgundy. Suggested Fabrics: linen and viscose.

Design (7)**Structural Design:**

This is a simple jumpsuit consists of two main horizontal cuts, the upper crosslet without laces and embroidered band emphasis the feminine look, combined with midi-wide cuffed pants , with add embroidered belt with flounced and tassels raise the spirit of Siwa .

Decorative Deign:

The top of the outfit is decorated with realistic motifs, including geometrical shapes, and flounced which are repeated in the belt, the pants decorated with different motifs, such as stars circles with different sizes and colors. The rhythm is achieved through the compatibility of motifs elegant distribution. The using of white color is very popular in Siwa especially in ceremonies, using white color gives purity, elegance, spirituality to the design, with adding the fuchsia and turquoise the modern contemporary look is achieved.

Functional Design:

This outfit is suitable for day and early evening events, for ladies and mid age women. Colors: white, and black. Suggested Fabrics: linen and viscose.

Design (8)



Structural Design:

This outfit consists of two parts; long sleeveless blouse reached from shoulder to knee, and short skirt which hold in place by pleats, which gives us feeling of smart look ,with floating blouse hem.

Decorative Deign:

This garment shows two scenes of decoration of decoration, covering the blouse of asymmetrical motifs distribution and elements, with the elegant distribution of bleats in the skirt. The soft use of

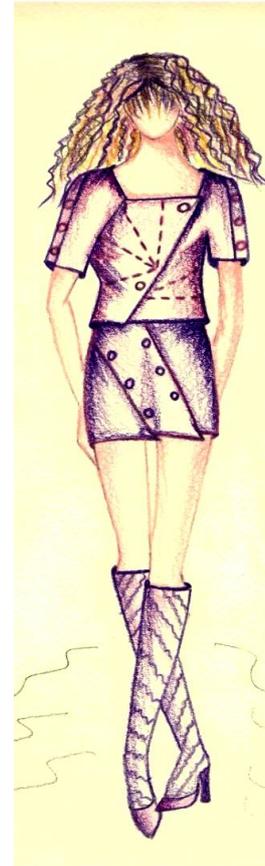
colors in pinky fuchsia and denim blue , emphasis the feminine look.

Functional Design:

This outfit is suitable for day and early evening events, for ladies and mid age women.

Colors: white, , aqua blue. Suggested Fabrics: linen and viscose.

Design (9)



Structural Design

This outfit consists of two pieces short fitted crossover blouse, with short sleeve, and micro skirt, it seems for the first sight youth crazy outfit, but later you will discover the elegant fantastic value hidden behind its simplicity. The magical dynamic rhythm and accurate balance, which achieved by the elegant classy distribution of lines and embroidery stitches and buttons, giving this soft harmony and also reflect the spiritual aroma of Siwa mixed with the contemporary lines and cut.

Decorative Deign:

This outfit represents the aroma and taste of Siwa, shown as the decorative lines and stitches which use buttons and beads to initiate the idea, the sunrays concept which is the finger print of Siwan embroidery elegantly distributed .the use of this joyful royal violet color create the look of royalty classy feminine look.

Functional Design:

This outfit is suitable for different occasions and

events adapting some accessories, for ladies and mid age women.

Colors: white, ochre, and brown . Suggested Fabrics: linen and viscose.

References

1. .G.S.Frings. *Fashion from concept to consumers*, 8th edition, Pearson Prentic Hall, U.S.A, p.80-85, 2005.
2. S. J. Jones. *Fashion design*, Second edition, Laurence King Publishing Ltd, London, 2005.
3. N.S.Ashour and R.N.Shaker, *Fashion clothing inspired from historical and traditional costumes via antibacterial treatment*, Elixir Fashion Design 93C 39398-39404,(2016).
4. J.Hawkes. *Herodotus of Egypt*, Keprinted in the world of the past vol, New York: Alfred A knapf, 1963.
5. Th.Nasr. *History of worlds costumes*, World books publisher. P: 65-72, 52, 477, 76-77, 89-104. 1998,
6. G. P. NABHAN, *Agrobiodiversity Change in a Saharan Desert Oasis, 1919- 2006: Historic Shifts in Tasiwit (Berber) and Bedouin Crop Inventories of Siwa, Egypt* Economic Botany, 61(1), , pp. 31-43., The New York Botanical Garden Press, Bronx, NY 10458-5126 U.S.A. (2007)
7. C. Vivian, *The western desert of Egypt: An explorer's handbook*. The American University in Cairo Press, Cairo, Egypt. (2004).
8. O.Sh.Mohamad and W.AbdElradi, *Studying of Egyptian woman's robes characteristics and Tutankhamun's jewelry motifs to create fashionable designs*, *International Design Journal Volume 4 Issue 1*,265-279,
9. Th.Nasr,: "*history of people's fashion*", World books publisher. P: 65-72, 52, 477, 76-77, 89-104. (1998)
10. L.S. Holm. *Fashion Function Future a research program*, The Nordic Textile journal, Special Edition: Sustainability & Innovation in the Fashion Field, 2012.
11. M. Watt. *Extreme Fashions*, <http://fashion-history.loveto-know.com/clothing-types-styles/extreme-fashions>, 2014.
12. Extreme modification. Love to know, <http://fashionhistory.loveto-know.com/clothing-types-styles/extremefashions>, 2014
13. M. M.T. Eladwil, R. N. Shaker, A S. Mahmoud, H. H. Fathy and S M. Sharaf, *Utilize Trash Materials as a Source of Extreme Fashionable Designs*, Elixir Fashion Design 98 42662-42666,(2016).

