

Added Materials and their Role in Designing Events Clothing Inspired by Ancient Egyptian Ornaments for Identity Revival

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Abstract:

Fashion design is an ongoing entity which always renews the use of lines, colors, embellishments and materials used by the designer to create contemporary designs that accomplish their desired functions; from a social, aesthetic, economical or even heritage aspect; to fulfill the design aesthetics, namely unity, balance, rhythm, proportion and link with the social standards. Throughout ages; fashion designers have always sought sources to inspire new fashions, whether from nature, historical eras, different civilizations, folk heritage, modern and historical events or the style of some occupations, they also sometimes unleash their imagination to express the future in their fashion lines. Clothes are a criterion of the public culture and an indicator of its intellectual and aesthetic development and its appropriateness to the development of modern fashion; as well as its alignment with globalization. The ancient Egyptian civilization is one of the most distinguished civilizations in regards to development, continuity, spatial and time expansion; as well as the influence on other civilizations. Thus; the ancient Egyptian art is one of the prestigious arts which are most rich with symbols, as well as plant, animal, geometric and scripted embellishments; it is the art that mostly reflects the Egyptian identity and originality in any place in the world. Ancient Egyptian art holds many authentic artistic, formative and aesthetic values which were; and still are; a rich inspirational source for the modern designer for their creations in the fashion field. It is one of the arts with the most genuine, precise and diverse expression; because it derived its style from the religious beliefs, calm nature and stabilized environment. Many artists around the world have inspired their modern artistic creations from the ancient Egyptian art; and despite being there for more than 6000 years, still; no one feels it is far from our aesthetic taste, instead; we feel that this art is close to our tastes and personalities. The sources of the ancient Egyptian art affirms the diversity of materials which were used by the ancient artist in creating and embellishing the attires of the ancient Egyptian kings and queens; as they utilized beads, precious stones, metals ... etc; due to the importance of the added materials in enriching the aesthetics of the designed clothes.

This research focuses on the available events clothes; and whether they can express the Egyptian identity in a contemporary style; the research also focuses on the added materials and their ability to enrich fashion design and accomplish its aesthetics.

The research mainly aims to create events outfits inspired from the ancient Egyptian embellishments, which are suitable for national and international festivals and at the same time; match with the modern fashion trends. On the other hand; the research highlights the importance of the added materials in emphasizing the aesthetics of the designs created by two groups of students and tries to conclude whether there are distinct differences between the created designs according to the specialists.

The research also aims to revive the culture of maintaining the social, cultural and heritage Egyptian identity in clothes which are specifically designed to attend formal events; especially the national and international ones; inspired from ancient Egyptian embellishments and ensure their authenticity, modernity and appropriateness to the social standards. The theoretical aspect of this research studies the importance of the added materials; while its practical aspect is based on providing the students with the required help to enable them to execute their creative designs suitable for national and international events utilizing added materials, in order to accomplish the targeted idea of their designs.

There have always been a number of attempts to create clothes inspired from the ancient Egyptian art, but most; if not all; of them are closer to being traditional outfits. Since fashion is supposed to reflect different identities; fashion designers always aspire to develop innovative clothes using various inspirational recourses.

One of the key basics of the process of creating and designing clothes is to specify the inspirational sources for the design and attempting to adapt these sources according to the public and modern taste.

Therefore; the problem of this research is based on the following questions; 1- Do the events clothes currently available express the ancient and modern Egyptian identity? 2- Is it possible to create events fashion for national and international festivals inspired from ancient Egyptian embellishments? 3- Do added materials enrich fashion design and obtain the required aesthetics of the designed outfits?

4- Are there differences between the created designs according to the fashion specialists?

Objective: This research mainly aims to create events clothes appropriate for national and international festivals which are inspired from ancient Egyptian embellishments and; at the same time; match with modern fashion trends.

The research also aims to highlight the importance of the added materials in emphasizing the aesthetics of the fashion design. Therefore, the research aims to: 1- To study and analyze Pharaonic embellishments. 2- To highlight the importance of added materials in fashion design. 3- To create events clothes inspired from ancient Egyptian embellishments which coincide with modern fashion trends. 4- To develop new aesthetics using added materials in the designed clothes. 5- To study the differences between the proposed designs based on the extent to which the added materials enrich the events outfits according to the arbitrators' opinions; this process is conducted according to the related criteria of: fundamentals of

design and aesthetic performance – elements of design and level of exception – creativity and identity – functional performance and the role of added materials.

Significance: The significance of this research emerges from 1- attempting to revive the idea of maintaining the social, cultural and heritage identity in the events clothes; especially clothes appropriate to attend national and international events; in a manner that achieves authenticity, modernity and social standards. 2- Provide a study which focuses on the importance of added materials in fashion design. 3- Provide the students with the required help to execute their creative designs using added materials to accomplish the targeted design idea; and create clothes that are appropriate for national and international events.

Hypothesis: 1- Events fashion inspired from the ancient Egyptian art aim to combine authenticity with modernity. 2- Added materials have a significant impact in enriching the aesthetics of the designed clothes. 3- There are statistically significant differences between the designs in regards to the fundamentals of design and aesthetic performance according to the arbitrators' opinions. 4- There are statistically significant differences between the designs in regards to the elements of design and exception level according to the arbitrators' opinions. 5- There are statistically significant differences between the designs in regards to creativity and identity according to the arbitrators' opinions. 6- There are statistically significant differences between the designs in regards to the role of added materials according to the arbitrators' opinions. 7- There are statistically significant differences between the designs in regards to the extent to which the added materials enrich the designs of events clothes according to the arbitrators' opinions.

Methodology: the research used the analytical descriptive method to study the symbols of ancient Egyptian art. The research also uses the experimental method to create and execute a number of clothes appropriate for national and international events. This experiment was applied on two groups of students; who created and executed designs within the curriculum of "events fashion design", the first group was during the academic year of 2018/2019; and the second group was during the academic year 2020/2021.

Conclusions : Creating clothes for events; such as national and international festivals; which are inspired from ancient Egyptian embellishments, match the modern fashion trends and emphasize the aesthetics of the designs using added materials. There are statistically significant differences at 0,001 significance level between the created designs according to the specialists' opinions; the fifth design was ranked first, while the fourth design was ranked the last position.

Keywords :

identity – design – fashion – added materials – events clothes - heritage – authenticity

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Paper History:

Paper received 19th January 2022, Accepted 20th April 2022, Published 1st of May 2023