Virtual fashion shows and their influence on women preferences in selecting outfits appropriate for their body shape

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Abstract:

Many women rush to buy the latest fashion trends which look great on models in magazines and fashion shows, but in many occasions, they find that these designs don't flatter their body silhouette; so they get frustrated and unsatisfied with their look; and may even return these purchases. In order for a woman to appear in her best shape; she must choose clothes that fit well with her body type and shape; as successful fashion design is one that emphasizes her attractive features and hides the problem areas. Here lies the research problem in the following questions: Do the majority of women know their body type? Can they choose the fashion designs that enhance the shape of their body? Can virtual fashion shows help women in choosing the outfits which enhance their body shape and avoid buying unsuitable clothes? Therefore, this research aims to: Help females between the age of 25 and 45 years old identify their body type, provide guide lines on how to choose the appropriate fashion designs and develop virtual fashion shows for each body type which demonstrate the suitable and unsuitable outfits for every type. Through theoretical and practical study; the research has concluded that virtual fashion shows for each body type demonstrate the suitable and unsuitable outfits for every type and it is also beneficial to design educational programs or applications suitable for consumers, to assist them in finding the perfect clothes for their body types and personal preferences. In addition, the research helps females between the age of 25 and 45 years old identify their body type then provide guidelines on how to choose the appropriate fashion designs ..

Keywords:

Female body type, Silhouette, Suitable outfits, Virtual Fashion Shows

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