

Creating Contemporary Fashions Using the Art of Macrame in light of Sustainable Fashion

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Abstract:

Art plays an essential role in the field of fashion, especially the field of composition and design on mannequins. It is one of the plastic arts that requires an artistic sense, aesthetic taste, and the ability to imagine through the use of different materials and fabrics on the mannequin. To express artistic creativity in the form of fashion, the art of macrame is considered one of the international plastic arts that depends on the designer's vision while forming with threads or ropes, which allows him to change and innovate during the stages of formation, design, and knotting the threads. The designer may change the structural composition of the stitches while forming and tying the threads or ropes, producing new, unique decorative formations. Therefore, the art of macrame is characterized by artistic possibilities and aesthetic values that open the field of innovations and creativity to produce sustainable fashion that is characterized by extremely creative decorative formations that depend on the creative capabilities of the designer and the skill and precision in the stages of implementation.

The research aims to create contemporary fashions using the art of macrame and take advantage of its aesthetic and artistic capabilities to design creative fashions in light of sustainable fashion. By surveying the opinions of the relevant groups towards these innovative fashions, the research follows the analytical approach with application in analyzing, describing and studying the designs implemented, as well as the descriptive approach in surveying the opinions of specialists and consumers towards these designs, and a group of designs was created and implemented in a direct design style on the mannequin using the art of macrame. Then it was presented to a group of arbitrators who were university professors specialized in the field of clothing and textiles, in addition to a group of female consumers in the targeted age group, with the aim of evaluating them according to the research axes of evaluation. After processing the results using appropriate statistical methods, the success of the designs implemented in obtaining high values according to the axes of evaluation was demonstrated. It was also accepted by the arbitrators and consumers, and the most important results were as follows: There are statistically significant differences at the level of (0.01), which indicates the existence of differences between the implemented designs in achieving the sustainability aspect according to the opinions of specialists. There are statistically significant differences at the level of (0.01), which indicates that there are differences between the implemented designs in achieving the aesthetic and innovative aspects and the functional aspect according to the opinions of specialists. There are statistically significant differences at the level (0.01), which indicates the existence of differences between the designs implemented according to the opinions of specialists. There are statistically significant differences at the level of (0.01), which indicates the existence of differences between the designs implemented according to the opinions of female consumers.

Keywords:

Innovation– Fashion- Contemporary - Macrme Art– Sustainable Fashion -Slow Fashion.

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