

Utilizing Artistic and Aesthetic Values of Emirati Traditional Women's Fashion in the Design of Emirati Abaya Incorporating Digital Drawing Apps and Artificial Intelligence Techniques

Ola El-Toukhy Ismail

Clothing and Fashion Industry Department, Faculty of Applied Arts, Tanta University, Egypt
olaaeltoukhy@gmail.com

Abstract:

The current research tackles the traditional costumes of women in Arab United of Emirates that is considered as part of Arab and Islamic Nation aiming at innovating ten designs of women Abaya that fit Emirati women and transferring it from sketch drawn on iPad using Procreate Application into 3D virtual Abaya. The research combines between the technological innovation and traditional professionalism in Costume through using Artificial Intelligence Technique in the process of design, showing and developing the sketch of Abaya Designs as well as utilizing the modern techniques that combine between virtual and material aspects to give consumers a digital view and an integrated virtual marketing through enriching them with 3D iconic image similar to reality. This will be achieved through providing the applications with sketch and some key words related to design, the aspiration of the designer, the details of the model, the accessories as well as the surrounding environment where the design shall be made in order to get virtual experiences allowing to give the consumers real perception of the designs before execution for their views. This in turn will decrease the probability of design's failure and non-acceptance as well as decrease the rate of returns trough analyzing the preferences of the consumers and their trends more accurately from the outset, improve production and design processes by unifying the designers with Artificial Intelligence to create innovative designs that align with the tastes and needs of the targeted consumers. Consequently, this will ensure a personalized and differentiated shopping experience, providing consumers with multiple options, enabling us to achieve a more professional process by saving time, reducing sample production, and eliminating waste, making the future of the fashion industry more advanced, specialized, and sustainable. Moreover, the application of Artificial Intelligence results in multiple outputs for each design inspired by the researcher's sketch. In addition, the closest results for each design are used in the show on a number of potential consumers within the United Arab of Emirates and the results of the study shows that there are statistically significant differences among the consumers' responses to the proposed designs.

Keywords:

Emirati Traditional Costumes, Abaya, Artificial Intelligence Applications, Virtual Design

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Paper History:

Paper received May 19, 2024, Accepted July 01, 2024, Published on line September 1, 2024.