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Innovative Design Vision for Women's Fashion Using Laser Technology in Light of Sustainability

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Abstract:

The research aims to study the sustainability of women's clothing implemented using laser technology as an aesthetic aspect, and to identify the characteristics that must be known to provide clothing designs implemented using laser technology that are suitable for the age of (25-35) years, and to present the implemented designs to both (specialists - consumers) to know their opinions towards the implemented designs. The study also followed the descriptive analytical approach with the applied study, and the research sample included: specialists, numbering (15), who are gentlemen from the faculty members in the field of fashion design, to know their opinions towards the implemented designs, and consumers, numbering (41), who are women from 25 to 35 years old who are interested in change and renewal. The tools also included two questionnaires to know the opinions of specialists and consumers on the implemented designs.

Statement of the Problem: What is the role of laser technology in the field of clothing industry? What is the possibility of innovating women's clothing designs implemented using laser technology? What is the degree of acceptance of specialists for designs implemented for women's clothing using laser technology? What is the degree of acceptance of consumers for designs implemented for women's clothing using laser technology?

Research Objectives: Determine the role of laser technology in the clothing industry. Create designs for women's clothing using laser technology. Measure the degree of acceptance of specialists for designs implemented for women's clothing using laser technology. Measure the degree of acceptance of consumers for designs implemented for women's clothing using laser technology.

Research Significance: Giving women the opportunity to innovate every time they wear the outfit, and satisfying their love of change and renewal. Highlighting the importance of sustainable practice in the field of fashion design. The research results are the nucleus for a project for productive women. Shedding light on a new product of women's clothing made using laser technology.

Research Limits: Designing outerwear for women aged (25-35). Using laser technology for woven fabrics. Using the folding and tying design (multi-shape) method in designing a single garment.

Research Methodology: Descriptive analytical method with applied study.

Research Sample: The research sample consisted of (56) individuals distributed among both (specialists and consumers) to measure their degree of acceptance of the proposed designs as follows: Specialists, numbering (15), meaning professors specialized in the field of clothing design. Consumers, numbering (41), meaning women from the community whose ages range from (25-35).

Keywords:

Design Vision, Women's Fashion, Laser Technology, Sustainability

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