

Requirements of Designing Maternity Clothes as Functional Clothes

Rasha Bayomi

Lecturer, Apparel Design & Technology Department, Faculty of Applied Arts, Helwan University,
rasha_bayomi@a-arts.helwan.edu.eg

Aya Fathy Abdel Hamid Ahmed Romyia

Lecturer, Apparel Design & Technology Department, Faculty of Applied Arts, Helwan University,
Aya_fathy@live.com, aya-fathy@a-arts.helwan.edu.eg

Abstract:

This research focuses on presenting the design requirements of maternity clothing as an important functional garment; Which would affect the health of the pregnant woman and the fetus, by studying the physical changes that occur to the pregnant woman during pregnancy. In addition to presenting the requirements for designing maternity clothes from a psychological perspective, by understanding the pregnant woman's need for maternity clothes and the psychological changes that occur during pregnancy. The research also provides sustainable design solutions based on studying those requirements mentioned above. This research is considered a guideline for ready-to-wear brands in the Egyptian market, helping them make decisions regarding the design of maternity clothes.

Objectives

- Presentation of maternity clothing design requirements from a functional perspective (based on physical changes during pregnancy).
- Presentation of maternity clothing design requirements in appearance perspective (based on psychological changes during pregnancy).
- Providing sustainable design proposals for maternity wear; Taking into account the two points mentioned above.

Statement of the Problem

- The need to study the psychological and physical changes of pregnant women.
- The need to have a set of functional designs that are compatible with the body's changes at different stages of pregnancy.

Significance

- Determine clothing requirements to suit different stages of pregnancy.
- Develop sustainable design solutions that suit clothing requirements for different stages of pregnancy.

Methodology

- Descriptive analytical method
- Experimental method

Keywords:

Maternity clothing, functional clothing, design process, consumer need.

References:

- 1- Marie-Eve Faust, "Designing for Pregnant Women", Proc. of the 4th International Conference on 3D Body Scanning Technologies, Long Beach CA, USA, 19-20 November 2013.
- 2- Kenji Takehara, Sachiko Kato, Aiko Sasaki, Seung Chik Jwa, Naoko Kakee, Haruhiko Sago, Yuko Noguchi, Tomoko Aoki, Eisuke Inoue, Chieko Nitta, and Yumiko Ishii, "Efficacy of advice from healthcare professionals to pregnant women on avoiding constrictive clothing around the trunk: a study protocol for a randomised controlled trial", BMJ Open 5, 2015;5: e008252.
- 3- Aya Miyatsuji, Tamaki Matsumoto, Sachiko Mitarai, Tetsuro Kotabe, Takehiro Takeshima, and Shigeki Watanuki, "Effects of Clothing Pressure Caused by Different Types of Brassieres on Autonomic Nervous System Activity Evaluated by Heart Rate Variability Power Spectral Analysis", J Physiol Anthropol 21 (1), 2002, 67-74.
- 4- Yoshiaki Sone, Namiko Kato, Yukimi Kojima, Nana Takasu, and Hiromi Tokura, "Effects of Skin Pressure by Clothing on Digestion and Orocecal Transit Time of Food", J Physiol Anthropol 19 (3), 2000, 157-163.
- 5- Nana Takasu, Sumiko Furuoka, Naoki Inatsugi, Danuta Rutkowska, and Hiromi Tokura, "The Effects of Skin Pressure by Clothing on Whole Gut Transit Time and Amount of Feces", J Physiol Anthropol 19 (3), 2000, 151-156.
- 6- Joy Sarkar, and Md. Shamsuzzaman Rasel, "Maternity Clothing- A Comprehensive Review", Textile focus.com 25 March 2017, <http://textilefocus.com/maternity-clothing-comprehensive-review/>
- 7- Aida Shamsaei, Ashraf Kazemi, Hajar EntesharyNajafabadi, and Nasrin Khosropour Borujeni, "Essential Criteria for Designing Healthy Maternity Wear: A Narrative Review", Iranian Journal of Nursing and Midwifery Research 27, 2022, 492-495.
- 8- Garret Cullen, and Diarmuid O'Donoghue, "Constipation and pregnancy", Best Pract Res Clin Gastroenterol 21, 2007, 807-818.
- 9- Noopur Anand, "'Smart Maternity Wear' - an Answer to Longevity Problem of Maternity Wear", Journal of textile and apparel, technology and management 7, 2012.
- 10- Jennifer Paff Ogle, Keila E. Tyner, and Sherry Schofield-Tomschin, "The role of maternity dress consumption in

shaping the self and identity during the liminal transition of pregnancy”, Journal of Consumer Culture 13(2), 2013, 119–139.

- 11- Arzu Şen Kılıç, Derya Tama, and Ziyet Öndoğan, “Clothing Problems with Maternity Garments”, XIIIth International Izmir Textile and Apparel Symposium April 2-5, 2014.
- 12- Johnson S, Burrows A, Williamson I. ‘Does My Bump Look Big in This?’ the Meaning of Bodily Changes for First-time Mothers-to-be. Journal of Health Psychology. 2004;9(3):361-374.
- 13- Salzer, E.B.; Meireles, J.F.F.; Toledo, A.F.Â.; de Siqueira, M.R.; Ferreira, M.E.C.; Neves, C.M. Body Image Assessment Tools in Pregnant Women: A Systematic Review. Int. J. Environ. Res. Public Health 2023, 20, 2258.
- 14- Amy Brown, J. Rance, and L. Warren, “Body image concerns during pregnancy are associated with a shorter breast feeding duration”, Midwifery 31, 2015, 80-89.
- 15- Helen Skouteris, Roxane Carr, Eleanor H. Wertheim, Susan J. Paxton, Dianne Duncombe, “A prospective study of factors that lead to body dissatisfaction during pregnancy”, Body Image 2, 2005, 347-361.
- 16- Fahami, F., Amini-Abchuyeh, M., & Aghaei, A. (2018). The relationship between psychological wellbeing and body image in pregnant women. Iranian Journal of Nursing and Midwifery Research, 23(3), 167–171.
- 17- Sarah Earle, “‘Bumps and boobs’: Fatness and women’s experiences of pregnancy”, Women’s Studies International Forum, Vol. 26, No. 3, pp. 245–252, 2003.

Paper History:

Paper received June 28, 2024, Accepted August 07, 2024, Published on line September 1, 2024