

Mexican Folk Art as a Source of Inspiration for Creative Fashion Design Innovations

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Abstract:

Clothing, often referred to as a second skin, serves as a unique expression of individual personality and history. It embodies a cultural zeitgeist, reflecting the needs and aspirations of specific eras. National identity is often conveyed through distinct design elements, such as colors and materials. In Mexican garment design, color holds cultural and anthropological significance, influenced by various artistic manifestations, including literature, poetry, music, photography, painting, cinema, and cultural events such as opera and theater. Additionally, customs, myths, beliefs, values, and ethics play a significant role in shaping these designs (Nallely Range). Mexican art, renowned for its diversity and vibrant use of natural elements, provides a rich source of inspiration for fashion design. The creative spirit of Mexico is evident in its cities, workshops, and family exhibitions, offering an immersive experience for visitors (Marina Aguirre). Mexican folk art, deeply rooted in tradition, has been passed down through generations. While some elements have been influenced by Spanish culture, many are grounded in indigenous Indian arts and crafts (Mexican Tin Art). Currently, approximately 8% of Mexico's population—many of whom reside in indigenous communities—earn their livelihood through the creation and sale of folk art and crafts, with textile design being a prominent focus. These artisans often take popular concepts or ideas and reinterpret them, blending traditional techniques with modern innovation. As a result, Mexican folk art, rooted in age-old traditions, continues to evolve and inspire new forms, making it a valuable resource in various design fields.

Research Problem: To what extent can the symbols of popular Mexican art and natural elements found in the Mexican environment inspire the creation of innovative designs for the fashion industry?

Research Significance: This research emphasizes the importance of extracting symbols and natural elements unique to the Mexican environment and using them as inspiration to create innovative fabric designs for women, with potential applications in the fashion domain.

Research Objectives: Identify the most prevalent symbols and natural elements in the Mexican environment. Analyze these motifs in terms of outlines and color schemes. Derive inspiration from these motifs to conceptualize and develop multiple design visions. Compare the original symbols with the design concepts inspired and developed from them. Extract a cohesive color palette from the proposed design visions. Apply these designs to mannequins and explore their usability in fashion.

Research Hypothesis: The study hypothesizes that Mexican heritage and its motifs hold significant potential for greater recognition and application in textile design, particularly in the fashion industry.

Research Scope: Spatial Limits: Creation of design concepts inspired by symbols and motifs from the Mexican environment.

Objective Limits: Analysis of motifs in Mexican folk art to develop textile designs for women's fashion.

Research Methodology: Descriptive and Analytical Method: Conduct an analytical study of the aesthetic features of Mexican symbols and motifs, focusing on elements like line, color, and composition. Experimental Method: Develop experimental design concepts inspired by the analytical study, suitable for women's fabrics and applicable in fashion design.

Results: The study concludes that Mexican art offers a wealth of inspiration for various design

fields. Its vast and diverse collection of motifs provides an excellent foundation for developing innovative design concepts, which can be realized through fabric printing and applied in textile and fashion design.

Recommendations: The research advocates for increased focus on Mexican art as a rich source of inspiration for innovative designs. These designs could be utilized across multiple disciplines, especially in printing women's fabrics and advancing the fashion industry.

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