

Creating Contemporary Women's Fashion Designs Inspired By Pharaonic Art Using Artificial Intelligence Applications

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Abstract:

The research aims to use artificial intelligence applications to create contemporary women's fashion designs inspired by Pharaonic art, and to benefit from the aesthetic values of Pharaonic decorations in enriching women's fashion, highlighting the Egyptian Pharaonic identity through the proposed designs, and measuring the degree of acceptance (specialists - consumers) of the proposed designs.

The researcher used the descriptive analytical approach with the applied approach for their suitability to achieve the research objectives. The researcher created contemporary women's fashion designs inspired by Pharaonic decorations (Eye of Horus - Lotus Flower) with (18) proposed designs for jeans dresses using the (Midjourney) application. The appropriate description used to generate many innovative designs for contemporary women's fashion was determined using generative artificial intelligence applications. The proposed designs were judged by a group of (specialists - consumers) using a survey form. The data were statistically processed for the results of the survey using the (SPSS.V26) program to find out the most acceptable proposed designs among (specialists - consumers) by calculating the frequencies and percentages for each design. The statistical results showed that there are statistically significant differences between the average scores of the evaluation of the proposed designs in achieving (the foundations and elements of design, the aesthetic aspect, the innovative aspect, and the functional aspect) according to the opinions of the specialists, as it was found that the evaluation of the quality coefficients of the proposed designs is high, as it was shown that all designs obtained a quality coefficient that falls at an appropriate level, and the agreement coefficients ranged between (100% - 92.68%). There are also statistically significant differences between the averages of the evaluation scores of the proposed designs in achieving the evaluation aspects as a whole according to the opinions of the specialists, as it was found that the evaluation of the quality coefficients of the proposed designs is high, as it was shown that all designs obtained a quality coefficient that falls at an appropriate level, and the agreement coefficients ranged between (100% - 92.68%), and there are statistically significant differences between the averages of the evaluation scores of the proposed designs according to the opinions of the consumers, as it was found that the evaluation of the quality coefficients of the proposed designs is high, as it was shown that all designs obtained a quality coefficient that falls at an appropriate level, and the agreement coefficients ranged between (100% - 90.42%). Based on the results, the researcher recommends applications of artificial intelligence in the field of fashion design, providing more research visions to benefit from Pharaonic art in creating fashion designs to enrich their aesthetics, conducting purposeful research to design contemporary women's fashions with high aesthetic and functional value, and constantly reviewing modern technological developments in artificial intelligence applications in the field of fashion design, and the necessity of paying attention to studying heritage and continuing to draw inspiration from Pharaonic art to preserve the aesthetics of heritage so that it does not disappear.

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