

Enhancing the Concept of Transformational Sustainability in Women's Fashion Using the Draping Technique

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Abstract:

Transformational sustainability in fashion design represents an application of environmental sustainability, emphasizing innovation with eco-friendly materials and techniques. This approach enables the creation of multiple styles for a single garment, offering innovative and versatile ways of wearing. Accordingly, the study aims to promote the concept of sustainability by introducing women's clothing designs based on the concept of transformative sustainability by employing the draping style. It also seeks to shed light on designers and fashion companies committed to incorporating sustainability into their products. The importance of this research lies in reinforcing the concept of sustainability to preserve environmental sustainability by extending the functional and aesthetic lifespan of clothing, as well as enriching the local market with contemporary fashion designs that reflect the principles of sustainability. The research employed a descriptive and quasi-experimental methodology. A total of six innovative transformative fashion designs were produced using a variety of fabrics. Each design can be transformed and worn in multiple ways, resulting in over 12 sustainable styles through transformation. The study sample included a group of specialists, such as faculty members, and a consumer sample aged between 20 and 50 years. The research tools comprised two questionnaires: one for the specialists and another for the consumers, to evaluate the newly developed designs. The findings revealed the possibility of enhancing the concept of sustainability in innovative designs based on the transformative concept using the draping style. The designs received high evaluation scores, affirming the realization of the transformative sustainability concept based on the opinions of the study participants. Specialists' evaluations of the functional and aesthetic aspects of the designs were highly positive, achieving a 96% satisfaction rate in these dimensions. Additionally, statistically significant differences were observed in consumer acceptance of the developed designs. The study's key recommendations include encouraging fashion designers to promote the concept of sustainability by innovating transformative designs that satisfy consumers' desire for change and supporting emerging fashion companies that adopt the concept of transformative sustainability in their clothing products within local markets.

Research Problem: The research problem arises from the rapidly changing fast fashion industry, which has numerous negative economic, social, and environmental impacts. This leads to the following research questions: What is the feasibility of developing sustainable women's clothing with a transformative concept using the draping technique? What are the expert evaluators' opinions on the functionality and aesthetics of the newly developed transformative designs? How do consumers perceive and accept the newly developed transformative designs?

Research Objectives: To develop sustainable women's clothing with a transformative concept using the draping technique. To assess expert evaluators' opinions on the newly developed transformative sustainable designs. To understand consumer perceptions and acceptance of the newly developed designs. To highlight designers and fashion brands that incorporate sustainability into their products.

Research Significance: Contributing to environmental sustainability by increasing the lifespan, functionality, and aesthetic appeal of clothing while improving consumer usage patterns. Enriching the local market with fashion designs aligned with sustainable fashion trends.

Research Methodology: This study employs both the descriptive and quasi-experimental research methods to achieve its objectives. Descriptive Method: It involves analyzing the phenomenon as it exists in reality and expressing it qualitatively or quantitatively (Bouhouch & Al-Dhunaibat, 2007). This method is used to examine the concept of transformative sustainability and highlight fashion designers and brands that prioritize sustainability. Quasi-Experimental Method: It studies the relationship between variables as they naturally occur without manipulating them (BTS Academy, 2022). This method is used to develop

transformative sustainable clothing using the draping technique.

Summary of Results: The feasibility of developing sustainable women's clothing with a transformative concept using the draping technique received a 98% approval rate from expert evaluators. The functional and aesthetic dimensions of the newly developed designs were confirmed with a 96% approval rate by the expert evaluators. Statistical analysis revealed significant differences in consumer acceptance levels for the newly developed designs at $P < 0.001$.

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