

An Innovative vision for re-designing traditional Siwa clothes

Wafaa Abd Elradi Qurashi

Assistant Professor, Fashion and Apparel Design Department, Faculty of Applied Arts, Helwan University, e-mail: warady@hotmail.com

Abstract:

The world is full of different societies with diverse traditional clothes, which spanned and lasted for hundreds of years, expressing its identity and ideology, and with globalization and the rapid spread of fashion, a conflict arose between whether we should wear traditional clothing or follow Western trends which provide a great diversity of styles to satisfy desires and tastes. For that the searcher carry out this study, by taking the traditional Siwa clothing heritage in women's fashion and create design solutions to achieve a balance between the old and the new through some modifications so, it preserve the original design of traditional clothes and making it more fashionable and trendy to fit consumers' desires and sizes. The study reviewed these products: (Wedding Dress, Shawl, Pants, Malaya, and Drawstring fashion). It relied on applying three steps to present the research topic: collecting data on the reasons for refusing to wear traditional clothes through a questionnaire study, then, adding a set of proposed modifications to three types of Siwan clothing (Wedding Dress - Shawl - Pants), and finally taking the questionnaire study again to the same experts to re-review. The questionnaire study includes five elements: (Design, Printing, Proportionality, Following fashion trends, Suitability for different occasions). The expert's evaluation of these three modification traditional clothes was positive overall and the shawl got the highest rating, followed by the wedding dress then the trousers.so The applications have been done on the "shawl" product and how it can be applied in different appearances. As a result, the Designer should have a new vision allows him to make designs inspired by traditional ones and keep pace with fashion trends at the same time.

Keywords

Traditional Clothes,
Siwa Oasis,
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