

## **Benefiting from the modern media in innovating teenage girls' clothes designs in the Kingdom of Saudi Arabia**

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### **Abstract:**

In the current era, it is recognized that the media has achieved great importance, as its popularity has become widespread, and dealing with it increased among all groups of societies, there is no doubt that it has a major impact on girls, especially in teen. Whereas, the cultural openness between different countries led to the entry of different cultures, whether or not they are appropriate for Saudi society, these modern and varied media outlets have no specific controls for what they broadcast, There are no specific methods for the user to prevent evils that may reach him by force, Where all broadcast everything related to girls through the display of different models that come from all countries of the world without regard to whether or not they are consistent with the customs or traditions of the Kingdom of Saudi Arabia thus negatively affects girls, especially teenagers, Hence the importance of supporting Saudi society, especially the Hail region, to meet its needs through specialized scientific research studies, By studying how to adapt the media to create clothes for teenage girls that are appropriate to the culture, customs and traditions of Saudi society. Thus the importance of creating innovative designs for clothes suitable for teenage girls in the Kingdom of Saudi Arabia with the influence of modern media, in support of the Saudi local market, by clothing products with innovative designs characterized by a spirit of privacy and creativity and to support the development of taste for teenage girls in choosing their clothes. Hence, the research problem was necessary to support the relationship between Saudi society, especially the Hail region, and specialized scientific research studies through positive adaptation of the media in designing morning clothes suitable for teenage girls and appropriate to the culture, customs and traditions of Saudi society, This is due to the lack of a community group concerned with the production of appropriate clothing designs for teenage girls that are consistent with the customs and traditions of Saudi society, as well as with modern fashion lines using modern media. Thus, the importance of research is using of modern media and the tools of modern and developed design art in creating innovative designs for clothing suitable for teenage girls, in a manner consistent with the culture, customs and traditions of Saudi society, and modern fashion lines, in order to support the Saudi local market with apparel products with innovative designs that achieve aesthetic values as well as a spirit of privacy and creativity, including, and also helping in developing the taste of teenage girls in choosing their clothes. The research methodology is based on the experimental approach. Results, showed that the most important of which is the possibility of utilizing the media to create modern and contemporary designs for teenage girls' clothing, suitable to wear in the morning period, in line with the customs and traditions of Saudi society and with the modern fashion lines of teenage girls' clothing, these designs have achieved the aesthetic aspects of the design with distinction and modernity, It also fulfilled job performance requirements for teenage girls to wear in the morning period, these creative designs also corresponds to the needs of teenage girls, which are the dimensions of physical and mental growth, the Emotional dimension.

### **Keywords**

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