

## **Innovation of Motifs Inspired by Indian and Palestinian Traditional Clothing and Executing them in Designing Contemporary Fashion**

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### **Abstract:**

Clothing decoration is one of the plastic arts that aim to give clothes a distinct artistic value that reflects the geographical, social, economic, professional and environmental reality of many countries of the world. If we look at the decoration in the clothes, we find that it reflects the life, heritage and culture of peoples. The main research problem is the lack of researches that combines traditional motifs in two different civilizations, and accordingly the research questions are: What is the possibility of merging Indian and Palestinian motifs to create new motifs? What is the possibility of applying integrated and innovative motifs in the designing contemporary fashion? The significance of the research appears in increasing the diversity of the motifs used in contemporary fashion, spreading the cultures of peoples through the motifs of traditional clothing. The research objectives are merging Indian and Palestinian motifs to create new innovative motifs, and then using these innovative motifs in designing contemporary fashion. The research hypotheses are: First: It is possible to create motifs inspired by traditional Indian and Palestinian clothing and applying them in contemporary fashion. Second: There are statistically significant differences between the opinions of the arbitrators for the proposed designs with Indian motifs, the proposed designs with Palestinian motifs, and the proposed designs with motifs integrated from both of them. The research methodology: it followed the descriptive approach in analyzing the motifs of traditional Indian and Palestinian clothing, as well as the experimental approach in the use of motifs incorporated in designing of modern women's clothing. The procedural steps of the research divided into three stages: First: Analyzing the motifs found in traditional Indian and Palestinian clothes separately. Second: Merging some decorative units of each culture with itself and then with each other to create new decorative units. Third: executing merged motifs in creation of innovative modern fashion. Twelve modern women clothing designs are been created. A questionnaire is designed consisting of four main axes, which deals with the aesthetic aspect, the functional aspect, the innovative aspect, and the general form. The questionnaire was presented to (20) arbitrators in the field of specialization to evaluate the proposed designs. Results are represented graphically and refer to achieving the seventh design the highest evaluation score. It also concluded that the designs executed with integrated Indian and Palestinian motifs together won the approval and appreciation of the arbitrators in most of the evaluation axes, followed by designs with integrated Indian motifs, then designs with integrated Palestinian motifs. With these results, the objectives of the research are achieved and its hypotheses are proven.

### **Keywords:**

Traditional clothing, Indian motifs, Palestinian motifs, Fusion of motifs, Contemporary fashion

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