

## Creating Designs For Clothing Accessories Inspired by Amazigh Jewelry using the concept of sustainability

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### **Abstract:**

With the increasing prevalence of concerns related to pollution, climate change caused by human activity, and biodiversity losses, the world has moved to adopt more sustainable policies and procedures at the present time, by implementing sustainable business practices and increasing investment in green technology. Aesthetic artistic and the second part is the intellectual and civilized appearance of clothing complements, special and distinctive features, as it is a plastic language through which art can be practiced, as it allows the person in charge of it to produce pieces that have utilitarian functions besides the artistic value. The wearer's cultural awareness is also considered a requirement of elegance and the interest in the Amazigh heritage would work to confirm the national identity of the peoples of that region of the Arab and Islamic world, especially in the time of freedoms and democracy and the development of communications and information technology that helped preserve the traditions and customs of peoples. Several plant, animal and geometric shapes. In this context, many studies have dealt with Amazigh art as a fertile source of inspiration for the designer of clothing accessories, with its aesthetic values and artistic features. **Statement of the problem :** The research problem can be formulated in the following questions: 1 - What are the characteristics of the art of Berber jewelry and their symbolic significance? 2- What is the possibility of employing the art of Berber jewelry in making accessories for women's fashion using the recycling of cutting waste? 3 - What are the opinions of specialists in the proposed designs inspired by the art of Berber jewelry using the recycling of cutting waste? 4- What are the opinions of female consumers about the proposed designs inspired by the art of Berber jewelry using the recycling of cutting waste? **Objectives :** The research aims to: 1 - Studying the artistic features and plastic elements that distinguish the art of Berber jewelry and their symbolic **Significance :** The importance of research lies in: 1 - It deals with one of the branches of science related to the field of designing clothing accessories, and discusses new sources for design. 2 - Employing the concept of sustainable fashion through the recycling of cutting waste in the proposed designs. 3 - Producing environmentally friendly clothing supplements in all stages of production. **Methodology :** The research follows the historical approach to study the historical origins of the Amazigh society and its related arts. The research also follows the analytical descriptive approach with the work of applications. The descriptive approach: to explore the opinions of both female consumers and specialists (academics, experts in the field) in the proposed designs. Analysis: An analysis of Amazigh jewelry and its symbolic significance. Experimental work: Design proposals for multi-use women's clothing accessories inspired by the art of Berber jewelry, while achieving sustainable fashion in light of the concept of sustainability and recycling. **Delimitations :** 1 - Selections from Berber jewelry in (Morocco) and the reason is due to the fact that the Berber language has become an official language in Morocco, in addition to the fact that the Moroccan Berbers make up 26% of the total population of Morocco and are concentrated in three main regions (the northeastern region - the Middle Atlas region - Souss Plain regions). 2- Presenting design proposals for supplementing women's clothing from the age of 25: 35 with the concept of sustainable fashion and recycling, suitable for the morning period and keeping pace with fashion trends. 3 - Use the remnants of cutting organic cotton. **Results :** The results of the search revealed positive opinions of specialists towards the proposed designs, which obtained percentages ranging between (59.2%: 98.2%) and between (53.84%: 95.38%) by female consumers. By analyzing the results, we found that there is an agreement between the opinions of both the specialists and the female consumers on a number of points, as follows: 1 - The designs are modern and suitable for the age group under study. 2 - The designs are consistent and keep up with the prevailing fashion trends. 3 - The designs are distinct, and the reason is due to the non-traditional source of inspiration that was reflected in the designs. 4 - The designs are easy to use and care for. 5 - The use of recycled materials in the designs presented distinct and sustainable design ideas.

### **Keywords :**

Amazigh Jewelry, Clothing Accessories, Sustainability, Recycling, Residue Fabric

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