

Using the Transformation Concept in Creating Safari Multi-functional Fashion Designs for Women

Olfat Shawki Mohamed Mansour

Apparel Department, Faculty of Applied Arts, Helwan University, Cairo, Egypt

E-mail: olfat_mansour@a-arts.helwan.edu.eg

Abstract:

The modern fashion world is driven by fast fashion trends, and consequently the problem of over- consumption is occurred. Designers have a dramatic impact on reducing the material content of consumption and hence aggregate request on the environment through innovative designs which demand a new type of fashion practice based more on transformative acts and less on consumptive ones. The transformation process allow to raise the utility, functional possibilities and aesthetic properties of designs, thus transformable clothing has made progress to sustainability. This study aims to explore the feasibility of extending multi-functional product, and how to enable newly developed product to be both a safari clothing and various utilitarian items (backpack-sleeping bag-tent). The present study find that the multi-function transformation design is an effective way to solve material wastage of product manufacturing, improve utilization frequency of products and meet the basic needs of consumers

Keywords: multifunctional design; sustainability; safari; transformative designs; tent; backpack; sleeping bag.