

Benefit of Colored Lights on Marketing of Ready Made Garments

Prof. Hatem Mohamed Fathy

Professor of Production of Ready Made Garments - Faculty of Applied Arts - Damietta University

hatidr@du.edu.eg

Dr. Ahmed Mohamed Elwan

Lecture in The Department of Decoration - Faculty of Applied Arts - Damietta University

ahmedElwan@du.edu.eg

Researcher. Sarah Heshmat Mohamed Samir Megahed

Bachelor of Ready Made Garments - Faculty of Applied Arts – Damietta University

sarah.hshmat1990@gmail.com

Research Summary:

Color is an important element of design, it is the first factor in attracting the customer to buy clothes. This research aims at creating a tool for marketing garments through the use of colored lights in comparison to the impact of three different types of light intensity of colored LED lamps, which is 3w-5w 9w, and identify the effect of colored lights on the surfaces of colored textile fabrics through practical experience on (26) colors of polo fabrics and cotton gel fabrics used in the manufacture of men's shorts through (6) colors of colored light (red - green - Blue - a combination of red color with the Green color - a combination of a combination of red and blue - a combination of green and blue), and to identify the views of specialists in the designs proposed by the faculty members of the Faculty of Applied Arts Damietta University for ready-made garments and decoration department (10) to reach the best design Of each design group, in order to implement the best design from each group and apply the results of the effects of colored light on them, and the research has reached the possibility of displaying the single sign with (6) different colors at the same time innovative and attractive.

Keywords: Light - Color - Ready Made Garments Marketing

introduction:

With the beginning of the industrial revolution and the increase in the number of different goods and products, the marketing competition of these products has increased. Color has played a major role in the marketing of these products.

Thanks to modern technology, production has become huge and the industry has become multinational in general, especially in clothing. The consumer has become accustomed to a variety of color options. According to the International Color Foundation, color comes before price and style,). The color naturally surrounds us as it helps us to understand our environment and the diversity between the units of design, engineering, fashion, art and life. Color is closely related to perception, feelings and sensations, so colors directly affect the decision to buy the consumer.

Color is a visual experience that cannot be achieved without light, and cannot be sensed by other senses (touch, taste, smell, hearing). You can touch a colored object but you cannot touch the color itself. The colors are not only intangible, but also change constantly. We buy a piece of clothing in a certain color and when the surrounding conditions change and the place is the same piece but in a completely different color, then the color is not permanent or absolute but changes according to the surrounding lighting conditions. The use of different

changes that occur to color when the light falling on it, in order to provide a distinctive and new form of ready-made clothes, in order to create a distinctive mental image of the customers, in addition to increasing sales and attract consumers..

Research problem:

The problem of research is:

- Thanks to technological development, clothing production has become huge and multi-shaped and colored, so the competition between brands and shops in the ways of displaying and marketing their products to attract the consumer so the problem of research is to take advantage of the changes that occur to color by light to create and innovate the presentation and marketing of the garment product to form a mental image that will continue with the consumer.

How to take advantage of the changes that occur to color by the effect of colored light in the creation of ways to display and marketing ready-made garments to form a mental image that will continue with the consumer?

Research hypotheses:

- Color lights can create a visual image that helps to increase the attractiveness of the product.
- Under-light changes can be used to create imaginary imaginary colors that mimic the actual multiplication.

Search Goal:

- Know the effects of colored lights on textile materials and pigment colors, and how to use them in displaying products in an attractive way.

research importance:

Importance to:

- Use different changes that occur to color the surfaces of textile fabrics when the color of the light falling on them.
- Develop a new presentation style for garments using colored lights.

Research Methodology:

The researcher follows the descriptive and analytical descriptive method through:

- Analytical descriptive approach: through studying the colored lights and their impact on the textile surfaces in the subject of the research.
- Experimental approach: through the practical experience of the effect of colored light on the surfaces of different textile fabrics, and propose design groups to apply the result of the experiment in inventing an innovative way to display and market the product using colored light.

search limits:

The research boundaries are divided into four main axes:

- Design of men's t-shirts.
- Cotton fabrics (polo and gel).
- Basic light colors (red, green, blue).
- Secondary light colors (Red + Green, Green + Blue, Red + Blue).
- Light bulbs (LEDs (3w-5w-9w)).

Search terms:

- Color Light: This is the color radiation produced by the natural analysis of sunlight and other spectra of different lighting lamps.

(Pro. Jose Grego rio, Gabriela Diez y Ri ega.:2017)

- Reflected Color: The indirect light that comes from a reflective source to another object or surface.

(Linda Holtzschue:2011)

Iridescence: An optical phenomenon that occurs with reflected light. The color is produced by a surface structure that amplifies some wavelengths of light and submerges others, depending on the angle of light.

(Scully Debra, Johnston Cobb: 2012)

• Metamerism: is the term colors that match under one light source, but do not match under another source.

(Pro. Jose Grego rio, Gabriela Diez y Ri ega.:2017)

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