

Benefit of Colored Lights on Marketing of Ready Made Garments

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Research Abstract:

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.