

## The intellectual and aesthetic approach to the style of Sadou in women's fashion designs

**Assist. Prof. Dr. Doaa Mohamed About**

Assistant Professor, Department of Fashion Design, College of Design,  
Qassim University, Saudi Arabia

[omarhoor\\_2007@hotmail.com](mailto:omarhoor_2007@hotmail.com)

**Assist. Prof. Dr. Sahar Ali Zaghoul Ali**

Assistant Professor, Department of Fashion Design, College of Design,  
Qassim University, Saudi Arabia

[dr.saharsahar@gmail.com](mailto:dr.saharsahar@gmail.com)

### **Abstract:**

Interest in the study of folklore has increased in recent years as a science of the humanities that has an impact on civilization and general culture. It also relates to all areas of activities carried out by man and his practice of life, which makes his study necessary, and it gives the individual the ability to embark on a better tomorrow and increases his pride in the country, including parents and grandparents.

Sadu material in Saudi Arabia is one of the important elements of the material heritage through which it is possible to identify some aspects of cultural, social and economic life, Sadu is one of the most important traditional textiles that have been known in the past and had a role in the lives of Bedouin communities to suit the conditions of the desert environment, through previous studies It turns out that there is an artistic richness of the style of Sadu did not receive sufficient attention and intellectual handling of its artistic and aesthetic value.

The research aims to study the aesthetic potential of the Sadu style, prepare design proposals for evening wear with a contemporary vision consistent with the views of specialists, prepare design proposals for evening wear consistent with the acceptance of consumers from the age of (20 to 45 years), analysis and implementation of the proposed designs, this research follows the descriptive approach to suit its objectives Search with the app and analysis.

The research tools consist of two questionnaires to measure the opinions of specialists in the field of clothing, textile, and consumables on the use of the aesthetic potential of Sadu fabrics in the designs proposed by the design method on the mannequin. The results of the research resulted in the design of (6) contemporary designs of various Sadu materials in colors, motifs and textile structures, by direct formation on the mannequin, and employing the aesthetic potential of the weaving method of Sadu material. Despite the low degree of slippage and thickening of the material, the results proved that they can be used in the design of the mannequin for evening wear for women to preserve the heritage. Popular designs and national identity, designs have been accepted by both specialists and consumers, and designs that have obtained high degrees according to the opinions of the research sample using haute couture techniques.

### **Key words:**

Sadu - The Intellectual Approach - The Aesthetic Approach - Design on The Dress- Stand