

Monitor some of the Oscars' Fashion Designs and Redesign Them with an Egyptian Identity

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Introduction:

Fashion is based on change, alteration, and diversity in clothing styles and accessories, thus it requires the individual's desire to change some of the monotonous features that they are used to, in order to eliminate the boredom of keeping the personal style as it is for a long time, and there is no doubt that fashion serves the body in general, as it allows its advantages to stand out and help disguise its flaws if the style is chosen well. Fashion helps to exchange ideas and tastes among different people (Abdel Rahim-2014-45). All ages groups are interested in fashion, whether children, men or women, but women come first in their interest in the world of fashion, where fashion is being pursued by public figures such as actresses who appear in the forums with the finest and latest forms of fashion. This research has shed lights on two types of fashion, which are high fashion and modest fashion, which has spread itself as a kind of basic modern fashion. Women can follow fashion in a way that does not change the Egyptian identity, which is defined a group of civilized classes that have accumulated on top of each other and formed a distinct Egyptian identity which was the end result of that process, which had begun through the several Egyptian civilizations and ages starting with the Pharaonic, Hellenic, Greek, Roman, then Coptic and finally Islamic civilizations. The Egyptian identity is represented in language, religion customs, traditions, moral values, and many other symbols, shapes, motifs and arts that are related to the Egyptian intellect and express the originality, history and legacy of the Egyptian people. There is nothing resembling such motifs, shapes, arts and customs except for those in the Egyptian heritage (Amr Hassouna and others - 2014). One of the definitions of design is the use of existing materials and turning them into useful products, as a person usually seeks to satisfy his/her needs, and in this way he/she uses all his/her imagination, knowledge and skill to devise what they can accomplish of those needs, and also modify these tools whenever the method of the use changes and the need for that calls. By adopting this concept, the designer must use all his/her capabilities to find innovative designs and operational solutions with high-quality technologies that keep pace with international fashion. Hence the research problem lies in finding some design solutions that express the Egyptian identity in the spirit of Oscar designs and follow international fashion.

The research problem:

Globalization and the openness of the Arab community to Western cultures and seeing some celebrities with their attire in the Oscar Festival, the consequent new fashion that draws everyone's attention and greatly affects our Egyptian identity, which represents modesty, especially in clothing, so the situation must be monitored through Egyptian fashion designers

to organize their designs and omit everything that does not fit the identity. The research problem can be formulated in the following questions:

- Can Designs of 2019 Oscar be classified as designs that have been successful and others that have not?

What is the extent of reformulating designs of women celebrities in the festival, in accordance with the Egyptian identity?

Research aims:

1. Highlight how to monitor and adapt Oscar designs and convert them into designs that suit the Egyptian identity.
2. Creating women's fashion designs inspired by the Oscars that represent the Egyptian identity, in keeping with international fashion trends.
3. Reworking a group of clothing designs that express the Egyptian identity inspired by the spirit of Oscar designs and follow international fashion.

The research importance:

- An attempt to formulate international fashion to reflect the Egyptian identity to meet the needs of Egyptian women, which is represented in the dispersion among international fashion, her identity and requirements as an Egyptian woman.
- Emphasizing the identity that expresses the Egyptian spirit in women's clothing through reformulating and analyzing the Oscars' designs and making use of them in creating designs that keep pace with international fashion.
- Reformulating a plastic Oscar costume to suit Egyptian women and match international fashion.



Picture (10) first design experiment to amend the original design



Picture (14) second design experiment to amend the original design



Picture (16) third design experiment to amend the original design



Picture (18) fourth design experiment to amend the original design

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