

## **Effectiveness of Accessory multifunctionality and how it fits contemporary woman's garments**

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### **Research introduction**

In light of the progress in the apparel industry and fashion trends, and with an interest in creativity

And innovators in developed and developing countries. Creative people are a national wealth and a drive for progress in any society,

Through these creative people, it is possible to reach inventions and development in various fields and fields of life

Hence, it was necessary to urge the development of creativity to become a behavior inherent in the designer, and his strategy

To take up his designs.

This huge industry contributes greatly to the national economy, which does not develop unless we reduce the gap

Between the local level and the global level, and with the overlap of disciplines in all areas and the emergence

New materials with multiple functions, it was necessary to search for solutions and ideas to update the style of presentation

For women's wear, which manufacturers and fashion designers need to promote their products.

Although the garment industry is involved in advancing development, running small enterprises

However, the idea of displaying in an innovative way depends on imagination and innovation

You may not have gained enough attention in Egypt, and the illustrator's career is also taking care of him

Sufficient by those in charge of this important industry, despite the importance of this profession and its influence on the inspiration of its owners

From the designers of international fashion houses, and to reformulate ideas in a bold, innovative way and employ it

To serve display methods and use them as ad material to promote marketing.

It is in this spirit that the research topic was thought out so as to allow the garment industry to strengthen

Design ideas, by devising bold display methods and introducing innovative materials with a vision

Download fantasy. By supporting the profession of illustrator, to attract consumers and promote this industry in Egypt

**Research problem:**

- 1- The need to keep pace with the global development in the field of fashion display and marketing, and to adopt creative innovative solutions and their impact on the spread of fashion.
- 2 The scarcity of dependence of fashion designers in Egypt on new materials in the clothing industry, which may - It contributes to stimulating marketing processes, and developing methods of display and attraction to serve producers and consumers Both.

**The importance of research: -**

1- Expanding the use of new materials and materials developed in display and marketing (such as colored glass).

To enrich the creative and innovative side in design and stimulate marketing locally and internationally.

2- Giving an innovative dimension to the style of designing clothes, and presenting the design idea for them in a way Attractive, renewed and artistic integral

**Research Objectives:**

1- Applying an innovative strategic vision based on the creativity and skills of the fashion designer.

-2 reaching the use of new materials and raw materials in the field of fashion design, to raise the level of taste - General, innovative approach to presentation and marketing methods

**First - Fashion Design:**

The design is a comprehensive layout for several different elements that are organized so that it becomes a complete unit harmoniously to reach a goal, and (Samia Lutfi) defined design as those details that make up the pattern or costume, so every costume consists of a texture, line, color and shape that differs from other uniforms, and these elements The design that can be changed all or part of it is called costume design

It was defined by (Kefaya Suleiman and Najwa Shukry) as (the process of innovation and creativity and the introduction of new ideas by formulating and organizing the plastic relationships that include the formation of the person from the top of the head to the foot): that is, the coordination of the desired aesthetic relationships using cloth, costs and accessories with the type of body to be designed for

**Technical basis for multiplicity and employment of accessories: -**

The technical principles and principles must be taken into account when dealing with the employment and placing of accessories in the woman's piece of clothing, and the most important of these foundations and rules are: \_

1\_ The shape and unity of the accessory piece must be formulated and formed in harmony with the space placed on it, with the creation of an aesthetic relationship with the space and the ground, and simply and with an aesthetic effect of calculated amounts.

**Results: \_**

1\_ Access to a selection of design formulas for some pieces of jewelry and glass accessories, and employing them in more than one form for women's clothing pieces.

2\_ Emphasis on proportion, balance and rhythm in the damage between accessories and clothes, automatically and without fabrication, to achieve the attractiveness and elegance of the modern woman.

3- Achieving the principles and rules of modern design for Egyptian women to compete internationally in the field of fashion design and accessories.

### Recommendations: \_

1- Paying attention to this type of interdisciplinary research that links the disciplines of applied arts to each other, especially in the field of design.

\_ Emphasis on the role of the accessory in showing and beautifying the pieces of clothing for modern women. 2

3\_ Expanding the study and analysis of multi-functional methods of accessory and its suitability for the modern Egyptian woman's clothing

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