

Creating printed designs for elderly women's clothing fabrics

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Introduction:

The interest in the elderly's clothing has become an important thing in our time. The human life cycle has changed and extended according to the latest statistics. The average age has reached 75-85 years, as a result of improving the level of medical services, which led to an increase in the number of elderly people and most of them always try to be in permanent touch with society, and therefore they are in need of a clothing style that is compatible with the social activities practiced by the elderly, which makes clothing a great importance for them as it is a source of psychological and physical comfort. We all see that this age group did not receive the appropriate attention from researchers in general and in the field of clothing and textiles particularly. Although there are psychological, physical, social and clothing needs and requirements that differ from the requirements of other age groups as a result of the psychological and physical changes that occur to them.

Therefore, designers of textile and clothing printing must pay attention to their requirements that satisfy the psychological, physical and social needs of that group, and that they have comfort and attractiveness and be in line with fashion to add pleasure to everyone who wears them.

Keywords:

Creation, designs, ladies' clothes, fashion, old women.

Research importance:

- The importance of the research to the societal field:

- Contributing to raising and developing public taste, innovation and keeping pace with international fashion lines in designing and printing clothing fabrics for elderly women.
- Attention to renewal by creating designs that serve as a vision for intellectual growth and innovation in design and color.

- The importance of the research for the academic field:

- The importance of this scientific research in being the first of its kind in dealing with the issue of identifying the problems of dressing for elder women through understanding the concept of the stage of old age, the psychological characteristics of elder women and the effect of clothing on the psychological and social aspects of elder women.
- Achieving a balanced equation between the formal and the functional content. The aesthetic value is ensured by consolidating the appearance of the thing for its benefit, especially in the applied arts.

Research objectives:**The research aims to:**

- Creating printed designs that achieve the aesthetic values and quality of the printed design of elderly women's clothing fabrics.
- Using a variety of color combinations to achieve the distinctive look of elderly women's clothes.

Research problem:

- The scarcity of printed designs that serve elderly women (the age group in question) and meet their needs.
- Identifying the clothing problems of elder women.
- How to reach a printed design for elderly women's clothing fabrics that achieve aesthetic values and conform to international fashion trends through modern printing techniques.

Research terms:

- **Creation:** everything that is new is a result of creation, and it means creation, innovation and renewal of an idea, method, technical or technological tool.
- **Print design:** It is a technical drawing to determine the standards, shape, and method of mixing colors and coordinating all these elements to produce printed on textiles to show their final shape.
- **Fashion:** In Webster dictionary (an American dictionary of the English language), it means the style or group of styles and patterns prevalent or accepted in personal clothing or adornments that are found or followed during a specific period of time or a chapter of seasons. It is everything that attracts admiration and people accept to wear it, and when fashion reaches this stage, this means that the design has reached the level of quality and excellence.
- **Elderly women:** collecting an elderly person, who is a weak individual who needs care from others because of the extension of his life and accompanying the characteristics of old age, such as weakness, weakness or disability. The age of elderly people is extending beyond 60 years, during which the individual is exposed to a series of changes such as slowing down, decline or diminution of performance and physiological, psychological and social activities

Research hypotheses:**The research assumes that:**

- Many elements, with their distinction, diversity and richness, can be adapted to create innovative designs suitable for printing elderly women's fabrics, which can be printed using digital printing methods.
- A variety of color groups can be used to create innovative designs suitable for printing elder ladies' fabrics. They can be printed using digital printing methods.

Research limits:

Human limits: The target group of the research is a group of women, starting from the age of 60.

Research Methodology:**Research is based on:**

- Inductive Approach: Study the concept of aging and elderly women's clothing and its requirements.
- Analytical Approach: - This is through color analysis of model Beth DJalali's clothes.
- Experimental approach: - Through technical experiments and innovative designs in light of the study.

Research Summary :

The study dealt with eight basis points, which are as follows:

1- Understand the concept of the aging stage.

Aging cannot be measured by age or physiological changes only, but psychological and social factors must be taken into account, as it is not related to chronological or functional age, but rather varies according to the individual himself. Gerontology is one of the modern sciences that began to appear in countries that have achieved a great deal of growth and progress. It is concerned with studying all the problems of aging with its psychological, physical, economic, social and behavioral aspects.

2- The psychological characteristics of older women.

This category is generally characterized by some biological, physiological, functional, emotional and psychological aspects. The effect of aging differs from one person to another according to many different individual factors such as genetic, social, occupational, health and other factors. Among their psychological characteristics are:

- The personality and psychological state of the individual changes with age.
- Altered mental abilities.
- Changing interests.

3- The effect of clothing on the psychological and social aspect of elderly women.

The results confirmed that the use of elegant clothes that follow the fashion lines worked to improve their health and was a catalyst for the demand for life, and the clothes improved the social life of the elderly women, and the presence of fashion shows for the elderly helped to

stimulate them emotionally and give them a sense of happiness and also helped them to enjoy social participation, which has affected the psychological state positively. It can be determined by the following points:

- Wearing appropriate clothing for their age helps the elderly to feel good despite their advanced age.
- Taking care of appropriate clothing helps the elderly maintain a greater interest in life.
- Taking care of appropriate fashion lines for their age is important for them, as it can become a source of compliments that give the wearer a great deal of respect and good feeling.

4- The motives that influence the acquisition of clothes.

The choice of clothes is affected by the type of the wearer, his age and the quality of the clothes in terms of being internal or external, as well as the shape of the design and the purpose of its use and the importance of the design in expressing the personality of the wearer and the changes he is exposed to, as well as its importance in concealing or minimizing body defects and giving the body physical and psychological comfort and preservation of the aesthetic appearance of older women, and the motives for owning clothes are divided into:

- **Primary and transitional motives:**

A woman may be in an urgent need to buy a certain type of clothing. Her type has been defined by outerwear, for example. This type occupied the upper house within the limits of her budget, where this desire prevails over other desires. If she is able to postpone her purchase, this is considered as a primary motive and after making decision, the consumer buys clothes, she differentiates between their different types, imported or local, so she seeks, for example, the imported, because they have the latest designs.

- **Mental and emotional motives:**

The woman accepts the purchase of the commodity after careful study and the benefits it achieves. After examining its quality and price, she may buy a new robe despite the many clothes she has and do not need them, so the purchase in this case is based on different emotional motives such as imitating others or appearing a certain social appearance (bragging).

- **Dealing motives:**

After the woman has confidence in choosing a particular commodity and passes the stage of selecting the commodity on the basis of the motives for dealing on the basis of which the consumer decides to prefer any of the suppliers. The motives are based on the basis of the store's location, the payment facilities, or the good treatment of the sellers. The motives for buying clothes differ in their priority from one person to another, the most important of which are:

- **Prevention of cold and heat:**

Fabrics of winter clothes differs from the fabrics that summer clothes are made of. It is not limited to the type of fabric only, but extends to colors as well. Cold and light colors are suitable for hot countries, and dark and hot colors suit cold countries.

- **Decorating:**

One of the motives that make a product candidate to be taken into account in clothing designs is a woman's desire to decorate and be keen to highlight her charms by wearing light clothes, for example, or with a design that intentionally highlights her charms, such as being local with accessories or being made of colors and patterns that suit the color of the skin and allow these charms to appear, there are dark colors, which suit blondes the most, and light colors that complement the color of brunettes and so on.

- **Modesty and traditions:**

Taking into account the tastes of consumers and the traditions of the society in which they live. Fashion plays an important role in the influence of the consumer with this motive. The public opinion in our society did not accept the many-repellent fashion trends because they contradict traditions.

- **Imitation:**

Women try to imitate modern designs regardless of the suitability of those designs, and some women wear the new fashion for nothing except because it is on the mannequin or in a store, so she tries to imitate it even if it does not suit her.

- **Love of ownership:**

It appears in the woman's eagerness to acquire a large group of clothes, although she owns a large number of them. She is looking for an expensive outfit that feels unique in wearing it because its design has not been acquired by anyone before, and this is motivated by ownership.

- **Comfort:**

Where the consumer is motivated to choose comfortable clothes, whether in terms of breadth, design and appropriate fabric.

Given the variation of these changes from one person to another and from one gender to another, studies have been interested in studying the changes that older women undergo and the extent of this effect on the visual style through which the elderly lady chooses the types of her clothes and the way she wears them through her interaction and adaptation to the surrounding environment and the society in which she lives.

5- Dressing problems for older women.

Through the study, it was found that the difficulty in choosing clothes due to the presence of a number of problems, such as those related to the material, design and complements ... including the difficulty of choosing the appropriate material, and it was found that the fabrics with light weight, long wear life, wrinkle resistance, protection against the sun and sweat absorption are the best types of fabrics. One of the important needs of elderly women in that age period is to look good, and due to the increase in the number of elderly women in the recent period, the fashion sector and clothing makers must adopt their own needs and requirements and take into account that the clothes are practical and comfortable with large sizes,

taking into account the following:

- **Looking at the nature of their lives:** When choosing clothes for the elderly, one must look at their lifestyle, how they spend most of their time, and if they go out of the house less, they do not need more than normal clothes, but if they go out a lot and attend social and religious events and travel, they may need a bigger collection of clothes.
- **Looking at their health and taking into account the ease of dressing:** Many elderly people suffer from arthritis that causes pain and stiffness in the joints and they may not be able to raise their arms and other changes that affect them, and it is often difficult to get ready-made clothes for this category, so changes and certain adaptations are required, in order to make the clothes more suitable for them.
- **Observance of decency, self-respect and attention to the attractiveness of clothes:** There are some countries that are interested in this age group and its requirements, and fashion designers work to create designs that are compatible with international fashion trends and meet the needs of elder women such as Germany and America.

6- Models of older women's clothes according to the latest international fashion trends

And through it, international fashion trends were identified and the opinion of fashion designer Coco Chanel, who emphasized that if fashion is a game of young models who captivate the eye with their gracefulness, freshness and beauty, it is time to change this point of view, and she also emphasized that the elegance of women does not have a specific age. It depends on the personality of each woman. Then clothing models of some elderly women were shown, reflecting the latest fashion trends.

7- A chromatic analysis of the clothes of model "Beth Djalali".

Beth Djalali is a 63-year-old, fashion model and she is one of the pioneers of fashion. Through the study, a color analysis of twenty-three different styles of clothing from her clothing styles was done and samples of the color combinations used and their supplements were shown.

8- Designs printed samples for elderly women's clothing.

After the study and analysis, and through the results, ten design models were made, as well as an employment proposal for each design and a color analysis for each design.

Results:

The research resulted in the following:

- 1- A study of the median stage of aging and the science of psychiatry and social medicine.
- 2- The motives for the acquisition of clothes and the clothing problems of the elderly women were identified.
- 3- Searching for international fashion and other models, old age clothing fashion.
- 4 - Carefully looking and chromatic analysis to display fashion.
5. The color range and patterns are favorite items for elder ladies.

Recommendations:

- 1- The problem of satisfying women.
- 2- Requirements for their availability in elderly women's clothing:
 - Elegance, restraint, simple and concise.
 - Choose the appropriate color to give a sense of age.
 - Reducing the number of clothes worn by older women, even without much effort.
 - Ways to reduce accessories and supplies to the next floor ...
 - That the clothes fit the social position of the elderly woman.
 - Large enough to be easy to wear.

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