

Creating printed designs for elderly women's clothing fabrics

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Abstract:

Clothing plays an important role in our social life as it has become a means of acquaintance and interaction, as it sheds light on the social character and position of the wearer and is considered an integral part of the individual's personality and social focus. The elderly is one of the advanced age groups, and it is a category that needs care and attention like any of the special groups, as it needs a full understanding of some of the physical and psychological changes that it goes through during its life.

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, comfortable, large-sized and compatible with the physical changes that have occurred on them.

It is important to pay attention to research on elderly women's clothing, as it represents a segment of not less than 20% of any society to study a pattern of clothing and printed design that is in harmony with the psychological, health and social activities practiced by the elderly. It is the one that gives beauty and comfort to the wearer. Each individual can realize the distinctive characteristics of his personality and link these characteristics with the appropriate lines, colors, material and design. It is necessary for the elderly to maintain a beautiful appearance through appropriate clothes for them, and this helps them satisfy their psychological, health and physical desires.

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 older women, such as Germany and America. If fashion is a game of young models that capture the eye with their gracefulness, freshness and beauty, it is time to change this viewpoint.

Key words:

Innovation, Graphic designs, Woman Clothes, Fashion, Elderly ladies.