

Fashion Design in light of Interaction Design applications (Analytical research)

Prof. Amr Gamal El Din Hassouna

**Professor of Apparel Design, Apparel Design department, Faculty of Applied Arts-
Helwan University**

Hassouna_amr@yahoo.com

Prof. Shereen Sayed Mohamed Hassan

**Professor of Apparel Design, Apparel Design department, Faculty of Applied Arts-
Helwan University**

Shereen.elsobkey@gmail.com

Researcher. Nahla Maamoun Ahmed Mohamed Salem

**Teaching Assistant, Fashion Design department, Faculty of Arts and Design- M.S.A
University**

Nahla_maamoun@hotmail.com

Abstract:

Today, there is a new design space in which the fields of Fashion Design and Interaction Design are integrated. Therefore, new expressive and interactive technologies are becoming relevant for the field of Fashion Design. Fashion, technology and interaction design are contrasting notions that will be analysed in this research. Since “Interactivity”, as the origin of this research, has a strong inter-relationship with electronic design. Electronic design technology is the based technology for setting up interaction processes and operating the whole system of Interactive Fashion Design. Based on the electronics applied into clothing, there has been the term named wearable electronics. Interaction designs today adopt electronic technology terms and user interface designs. While modern living has been increasingly interactive, equal attention has been drawn upon emotion psychology in the course of interactions. It is timely indeed for the aspiration for creation of Interactive Fashion and a deeper understanding of its interactions among wearers and between wearer and clothing. This research highlighted the concept of fashion that is interactive between the garment and the wearer and the context in which it is worn.

Keywords:

Wearable Technology, Intelligent Clothing, Functional Fashion, Interaction Design, Interactive Fashion.