

Use of the art of ebru and Applique to enrich the aesthetic values of clothing design in the style of Drapping

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Abstract:

Fashion design is the process of creating ideas and concepts related to clothing styles, accessories, etc., to obtain these collectibles with new designs, whether in used shapes, fabrics, or colors. These choices are affected by seasonal patterns called the prevailing fashion. In this research study, contemporary Egyptian designs are created, keeping up with the trends of international fashion using the aesthetics of Ebro art and the Appliqué technique, where these designs are implemented using shaping on the mannequin, where this method is used in the design of clothes, especially high-end clothes (Haut Couture). With distinct designs, harmonious design groups were made and a series of tests were conducted at the Measurement and Standardization Center to measure the color fastness to light, washing, sweating and friction. The use of ebru dyes against color fastness to light, washing, friction and perspiration helped to make these fabrics suitable for the environment. The research study reached an answer to the problem and hypothesis of the research, as well as the statistical results of the innovative clothing designs combining both Ebro art and Appliqué technique.

Key Words:

(Ebru- Fashion Design by Draping- Applique)

1- Introduction

The concept of design is a creative act produced according to a set of organizational mechanisms that relate to the specificity of the design form and the spectacle of the innovative nature of the image, both aesthetically and technically. Clarifying a specific idea, and the design process is the selection and collection of design elements according to design principles in order to reach the desired harmony. Fashion design is the artistic language formed by the elements of line, shape, color and fabric in a unified composition. These variables are considered the basis for their expression, and are affected by the foundations to give control, integration, balance,

rhythm and proportion at the end, in order for the individual to obtain a uniform that makes him feel harmonious and connected with the society in which he lives (2), Ebru art is one of the most beautiful arts known in Turkey and is currently spread in many countries. It depends on drawing on water mixed with certain materials to make it thick and uses special colors for it. It is sprayed and shaped on the surface so that later this drawing can be taken on a special thick alabaster paper to withstand water, the art of Khayamiya is an ancient Egyptian art. The term is derived from the word tents, which is the manufacture of colored fabrics used in the work of pavilions, and the tent was associated in the past with the covering of the Kaaba decorated with gold and silver threads, which Egypt was manufacturing until the sixties of the last century and it was sent to the Hijaz in a majestic procession known as the Mahmal, near Bab Zuweila at the end of Ghouria Street in Cairo, the art of tent-making is one of the first handicrafts that people learned and practiced to make a shelter out of cloth, after making huts.

1-2 Research Problems:

The problem was formulated through the following questions:

- 1- What is the possibility of obtaining aesthetic effects from ebru art using figurines on the mannequin?
- 2- How can fabrics printed with ebru technology be used to obtain fashion that keeps pace with international fashion trends?
- 3- What is the possibility of benefiting from merging the art of Ebru and Khayamiya in the style of shaping on the mannequin to obtain contemporary fashion?

1-3 Research objectives:

- 1- Making designs for contemporary Egyptian fashion, keeping pace with international fashion trends.
- 2- Studying the effect of ebru art and Khayamiyya techniques on shaping on the mannequin, and combining these techniques in a way that suits the nature of the design.
- 3- Applying the art of Ebru to produce fabrics with a distinct design suitable for producing a youthful piece of clothing in the style of shaping on the mannequin.

1-4 Research Importance:

- 1- Take advantage of the ebru art to get different color effects from the ebru art that keep pace with international fashion trends.
- 2- Introducing new designs in fashion design and applying them using the Khayamiya technique and implementing them in the style of shaping on the mannequin.
- 3- Obtaining modern designs with modern colors and effects and keeping pace with international fashion.

1-5 Research Hypothesis:

- 1- By applying the art of ebru, fabrics are obtained that can be used using the Khayamiya technique.
- 2- The possibility of applying ebru art and Khayameya technique on different materials.
- 3- The combination of ebru art and Khayamiya technique can be used in the style of shaping on the mannequin.

4- Producing a variety of designs appropriate to international fashion lines that suit the young age group.

1-6 Research Limitations:

objective limits:

- Ladies' clothing design (18:30)
- Ebru technique - Khayamiya techniques
- Forming on the mannequin

Spatial boundaries:

Modern designs for women aged (18-30) in the Arab Republic of Egypt

time limits:

- Global Fashion Trends 2021/2022

1-7 Research Methodology:

The research follows the descriptive analytical method.

Experimental method.

Summary of the results:

- The results showed that it is possible to take advantage of the combination of the techniques of the Ebro art and the Khayamiya technique to design clothes in the style of shaping on the mannequin to suit the ladies.
 - The results also confirmed that it is possible to improve women's clothing technically and aesthetically by merging the art of ebru and the technique of Khayamiya.
- The success of these proposed designs is also an entry point to improve the general taste for designs.
- The statistical results confirmed the extent to which the arbitrators agreed on the possibility of benefiting from the ebru and khayamiya techniques in making clothing designs suitable for women and contributing to raising the aesthetic value of their clothes.

In light of these results, the researchers recommend the following:

- 1- Directing attention towards studying the history of printing arts throughout history and adopting these printing techniques.
- 2- Expanding the study of techniques, colors, and performance methods related to the art of Ebru and Khayamiya.
- 3- The necessity of making use of the art of Ebru and Khayamiya in designing contemporary clothes that are compatible with international fashion trends.
- 4- Enriching the artwork of the designs with an authentic art of synthesis with raw materials (Khayamiya), which helps preserve the identity that we lack in many aspects of our lives.

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