

Suggested clothing designs that can be transformed for different looks for sustainability

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Abstract:

Transformable clothing for different looks is considered one of the applications of sustainable fashion, as it is an emerging trend that may provide possibilities for the consumption of clothes to be more sustainable, but consumers' perception of this concept does not exist, hence the idea of research, which mainly focuses on presenting proposed designs for transformable clothes from the designer's perspective (The researcher) and measuring whether consumers value this type of clothing and what factors may motivate them to buy transformable clothes for the sake of sustainability. The research aims to present suggested design groups for clothes that can be transformed into different looks using auxiliary materials (such as zippers, buttons, tape). The outer clothing is suitable for women from the age of (20:35) and the research hypotheses stipulated 1- There are statistically significant differences between the designs proposed in achieving the aesthetic aspect according to the opinions of specialists 2- The presence of statistically significant differences between the proposed designs in achieving the functional aspect according to For the opinions of specialists 3- There are statistically significant differences between the proposed designs in achieving the evaluation aspects according to the opinions of specialists and the target group. The results have resulted in the achievement of the design groups, the degree of acceptance in the light of the assessment of the averages of specialists along with the aesthetic and functional side and the presence of statistically significant differences between the proposed design in achieving aspects of the evaluation according to the opinions of specialists and the target group, and the most important recommendations of the research:

- 1- Conducting more academic studies linking the apparel industry with sustainability.
- 2- Spreading the culture of sustainability and its applications in the field of clothing through scientific seminars and conferences.

Key words:

Transformable clothing, sustainability.