

Designing decorative ribbons inspired by Art Nouveau using laser technology and printing and using them in women's evening clothes

Assist. Prof. Dr. Fatma Alsaïd Mostafa Madian

Assistant Professor, Department of Garment and Textile - Faculty of Home Economics -
Al-Azhar University

fatmamadian@azhar.edu.eg

Abstract:

Decorative ribbons have developed remarkably over the ages, with the designer's new additions and what the era requires of innovations. Decorative ribbons add vitality and beauty to the garments to give them taste and beauty.

The fashion designers were interested in quoting from different sources to elevate the designs of all kinds, and among these sources is Art Nouveau, which is characterized by individuality and creativity, which resulted in wonderful works that were created using new materials, and therefore it was used in the design of decorative strips.

In an attempt to move away from the ordinary and integrate everything that is technological with everything that is ancient, whether it is art or culture, all this prompted the researcher to produce decorative tapes inspired by Art Nouveau using the combination of laser cutting technology and the effects of manual printing, as this is a kind of creative integration. , In order to enrich the aesthetic values of evening clothes for women.

The research was conducted with the aim of reviving Art Nouveau art by proposing designs for modern and innovative decorative tapes characterized by uniqueness and elegance inspired by this ancient art, while producing decorative tapes of utilitarian and aesthetic value by combining laser cutting technology and manual printing techniques (direct drawing), and employing decorative tapes in A group of evening wear designs for women, implementing the nine best designs that were accepted by specialists, and identifying the degree of acceptance of the target group for the implemented research designs.

The research followed the descriptive method and the experimental method, due to its suitability to achieve the research objectives and verify its hypotheses.

The research included two questionnaires and statistical analysis, one of them measuring several axes of the proposed designs, numbering (24) designs, which were presented to a group of specialists and implementing the best (9) proposed designs according to their opinions, and another measuring several axes of the implemented designs, which were presented to a group of consumers to express their opinions.

The research found the possibility of designing decorative ribbons inspired by Art Nouveau using laser technology and printing, and using them in women's evening clothes.

Key Words:

Design - Ribbon- Art nouvea- Laser technology- Printing - Evening clothes.