



” An innovative vision to fashion design based on contemporary architecture features “

Name: DR / Mai Samir Kamel Ali

Key Words: Architecture, fashion design, innovation

Introduction:

In the last years, the relation between fashion design and architecture has become more thought-provoking. In fact, fashion design and architecture share many aspects, that in the twentieth and the twenty first century it was obvious that both fashion designers and architects have influenced each other, in addition to the influence of the modern artistic and technical strategies. Both the fashion designer and the architect try to highlight their design in accordance with the social, cultural, and artistic changes of the surrounding environmental circumstances.

Research Problem:

The problem of the research lies in the rareness of the professional studies and research papers that shed light on the relation between modern architecture and fashion design and how the fashion designer can benefit from architecture to enrich the fashion design concept in Egypt.

Research Goal:

The research aims at underlining the relation between modern architecture and fashion design and creating fashion designs inspired from modern architecture in accordance with modern fashion trends as well as the Egyptian market.

Methodology:

The research adopts the descriptive analysis method of studying.

The research studies the concept of “creativity” and its different stages, as well as the concepts of both “fashion” and “architecture”. It discusses the relation between fashion design and architecture through the concept of “designing” in fashion and architecture and the influence of art, science and technology on both fashion design and architecture.

The researcher discusses the similarities and differences between architecture and fashion design, in terms of protection and shelter, containment, structure, size, shadowy shape, engineering, deletion and subtraction technique, folding and



bending technique, sprains and tweaking technique and deconstruction and reconstruction theory.

Then, the researcher presents designs she innovated and inspired from an architectural form, and, the researcher evaluates whether these designs fit the Egyptian market via a suggested survey on a number of Egyptian companies. The results of the design survey show:

80% of the voting companies totally agree upon:

- The suggested design is new and innovative
- The suggested design achieves the functions designed for
- The suggested design is authentic
- The suggested design is modern and contemporary
- The suggested design fits women aged between 25 – 35

90% of the voting companies totally agree upon:

- The suggested design is well drawn, clear and easily understood
- The suggested design presents the inspirational architecture design successfully within the fashion design
- The suggested design fits the fashion trends
- The techniques used fit the material

70% of the voting companies totally agree upon:

- The elements of the design (color, material, spaces...etc) are coherent
- The suggested cloth and material fit the architectural nature of the fashion design

The results of the survey of the second design (as illustrated above) show that:

80% of the voting companies totally agree upon:

- The suggested design is new and innovative
- The suggested design is well drawn, clear and easily understood
- The elements of the design (color, material, spaces...etc) are coherent
- The suggested design fits the fashion trends
- The suggested design achieves the functions designed for
- The suggested design is authentic
- The suggested design is modern and contemporary
- The techniques used fit the material



- The suggested cloth and material fit the architectural nature of the fashion design
- The suggested design fits women aged between 25 – 35

Results of the Research:

- The innovational visions are achieved in both fashion design and architecture
- Fashion mirrors how humans adapt the changing world around him as well as architecture is representative of the age and its aspects
- Both fashion and architecture present the necessary needs of the human, i.e., home and cloth
- Both fashion and architecture influence each other
- Both fashion design and architecture depend on non-verbal communication and visual language
- Art, science and technology influence both fashion and architecture and their development
- Science is an inspiration for fashion design and architecture as well
- Technology helps innovating multi-technical designs
- Fashion is an inspirational for architects as well as architecture is an inspiration source for fashion design, for each field has its influence on the other

The difference between fashion and architecture lies in the following:

- Fashion is designed and carried out for a certain short time season unlike architecture which is designed for long term uses
- Clothes fit the human body, unlike architectural designs which are huge in size to fit its function and role as shelter
- Architecture depends on concrete, iron and highly solid and durable materials
- The difference between fashion and architecture is apparent in criterion, ratio, size, material and shape
- Architecture, influenced by fashion has become more flexible, unlike fashion, under the influence of architecture, has become more technical and structural



- Protection and shelter for the human body are the main function for both architecture and fashion design, for architecture is a shelter for the human and protects him from the natural phenomena while clothes are considered the second skin of the human body ... Architecture, in accordance with this concept, is considered as the third skin
- Both fashion design and architecture are an expression of the personal, social, and cultural identity as well as the idea of the containment of the human body
- Structure is one of the main inspirational architectural elements for fashion
- Both fashion and architecture use 2D materials to create 3D designs with shadowy size and shape
- Both fashion and architecture depend on engineering as a strategy for simple and complicated geometrical designs
- Deletion and subtraction technique is used in creating geometrical shapes in fashion and architecture
- Folding and bending technique is one of the most highly used techniques in both fashion design and architecture
- Both fashion design and architecture share in the usage of sprains and tweaking technique in some ideas and designs
- Deconstruction and reconstruction theory is applied in both fashion design and architecture
- The choice of the cloth and material used in some designs is sometimes inspired from architecture
- Architecture is one the most important fashion trends for Spring\ Summer 2017 collections according to “Trend Council”

Using applied research, we conclude that modern architecture features have been used to achieve innovational visions in modern fashion design that fits both the fashion trends and the Egyptian consumer for summer 2017 collections.

Bibliography:

Arabic References:

- 1- Amal Abdullah Khalifa“Cultural Diversity in Modern and Post Modern Architecture and its Role in Developing Visual and Artistic Perception”,



- Faculty of Fine Arts, Minya University, the 8th Faculty of Fine Arts Conference "Fine Arts and Human Issues", November 2008
- 2- Dr. Iman Mohamed Ahmed Hashem "Creativity and Innovation in Designing a Product as a Competitive Trait", International Design Magazine, 4th Volume, First No – January 2014
 - 3- Sarah Muhammad Aly "Modern Architecture as an Inspiration to Design on a Model", MA Thesis, Ready-Made Clothes Department, Faculty of Applied Arts, Helwan University 2014
 - 4- KfayaSoliman Ahmed "Fashion Design Principles", Book World, First Edition, 2007, pg 247
 - 5- Ahmed Said Mahmoud "Ready-Made Fashion Design Management Development", PhD Thesis, Faculty of Applied Arts, Helwan University 2006, pg 111

English References:

- ١- Abbas Hedayat – " Inquiry on Interrelationships Between Architecture and fashion design. – master of science in Architecture –Eastern Mediterranean university – july 2012
- ٢- "Skin+bones - Embankment Galleries- 2008 "
- ٣- "Embankment Galleries- 2008 "
- ٤- frings G.S. (2008) FASHION from the concept to consumer . Ninth edition .person Education Inc. upper saddle river .New jersey.columbusohio.

Internet References:

- <http://projectrunday.blogspot.com/2009/07/vogue-china-scientific-glamour.html>
- <http://www.boardandvellum.com/blog/fashion-architecture-for-the-love-of-design/>
- http://tmagazine.blogs.nytimes.com/2009/01/28/cheat-sheet-architectural-fashion/?_r=0
- <http://blog.youdesign.gr/en/2010/05/architecture-is-fashion-coco-channel/>
- <https://architectureandfashion.wordpress.com/2011/05/15/architecture-and-fashion/>
- <http://www.loveandrobots.com/blog/2015/6/the-architects-of-fashion-designers-inspired-by-buildings>
- <http://www.igreenspot.com/experience-eco-fashion-with-the-of-winde-riensstra-ss2012-collection/>
- <http://www.creativeboysclub.com/tags/stylist/page/330>
- <http://www.harpersbazaar.com/fashion/designers/g2361/nicolas-ghesquiere-balenciaga-bazaar>



<http://vintagefashionguild.org/fashion-history/vintage-patterns/>

<http://nakedrealestate.com/2010/05/fashion-meets-architecture/>

<http://www.loveandrobots.com/blog/2015/6/the-architects-of-fashion-designers-inspired-by-buildings>

<http://www.vogue.co.uk/fashion/autumn-winter-2011/ready-to-wear/issey-miyake>

