

Aesthetics decorative letters tally source design printing fabrics for contemporary women through competitive advantage.

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Abstract

The competition in art work is an important matter which aims to improve the production quality and reach with the textile printing product to trends of the world market. The handicrafts with art value emphasizes the establishment of self-awareness of national cultural , and al-Talli craft with admiration of the designs and the accuracy of the industry reveal the experience of the human civilization in life-making on his land.

Al-Tally craft is one of the historical handicrafts which starts since the 18th century, It is a method for females there were using tapes and golden or silver metal threads on textiles resembling a prayer cap (Till) , and this craft is a grenade legacy when women and girls of Al-Saied , which requires a al-Talli needle skill and the lady's high technical skills , This craft is famous in Upper Egypt Especially in the governorate of Assiut and were used in this ancient craft in making wedding clothes m But at the present time is used on a small scale and is about to Extinct for reasons of industrial movement development which has swept the world.