

## **Activating creativity in fashion shows for innovative fashion Designs Inspired by Traditional Costumes in Saudi Arabia**

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### ***Abstract:***

This research aims to study the features of traditional embroidered women's clothes in both the central and western regions of the Kingdom of Saudi Arabia and employ them in creating contemporary designs inspired by traditional embroidered women's clothing in these regions of the Kingdom of Saudi Arabia, along with designing a fashion show for these innovative designs. The research also aims to measure the agreement percentage of the specialists as well as the consumers for the innovative designs inspired by traditional embroidered women's clothing in these regions. The research's significance lies in the research results' potential to contribute achieving one of the objectives of Saudi Arabia's Vision 2030 in employing technology to promote Saudi heritage through implementing innovative designs using a three-dimensional design program (7.3- (CLO Standalone, 7.1), as well as benefiting researchers in the field of traditional embroidered clothing in the Kingdom of Saudi Arabia. The innovative designs that achieved the highest acceptance rates from the research samples were implemented. The study applied the analytical descriptive and experimental methodologies. The sample size for this study consisted of a total of 134 individuals, representing both specialists and consumers. Among the participants, there were 27 specialists who held positions such as professors, assistant professors, and associate professors specializing in the fields of fashion and embroidery history, as well as fashion design and production. The remaining 107 participants were consumers, ranging in age from 25 to 40 years old. The objective was to gather opinions on the proposed designs. To achieve this, two different questionnaires were utilized. The first questionnaire was specifically designed for specialists in the fields of fashion and embroidery history, as well as fashion design and production. It aimed to measure the level of agreement among the specialists regarding the proposed designs inspired by traditional clothing in the identified regions. The questionnaire focused on three aspects: decorative, aesthetic, and functional elements. The second questionnaire was directed towards consumers and aimed to measure their level of agreement with the proposed designs inspired by traditional clothing in the identified regions.

The research yielded significant results, and the most important findings are summarized as follows: Firstly, the most significant clothing items in the central and western regions are the thobe, dress, abaya, and shawl. Secondly, the evaluation conducted by specialists on the innovative designs inspired by traditional embroidered women's clothing in the central and western regions of the Kingdom of Saudi Arabia revealed that design number (4) achieved the highest quality factor of (88.42), followed by design number (6) with a quality factor of (87.13). These rankings were specific to the central and western regions and indicate a high level of quality. On the other hand, the designs with the lowest quality factors were design number (3) with a score of (82.94) and design number (2) with a score of (82.96) for the central and western regions. Again, these quality factors are considered high. Regarding the evaluation by consumers, the best innovative designs inspired by traditional embroidered women's clothing in Saudi Arabia were design number (4) with a quality factor of (90.42) and design number (6) with a quality factor of (90.49) for the central and western regions, respectively. These scores indicate a high level of quality. On the other hand, the designs with the lowest quality factors were design number (3) with a score of (83.46) and design number (3) with a score of (84.63) for the central and western regions. Once again, these quality factors are considered high. Consequently, the correlation between the rankings given by the specialists and consumers for the innovative designs inspired by traditional embroidered women's clothing in the central and western regions of the Kingdom of Saudi Arabia was statistically significant at the significance level of (0.01). The correlation coefficients were ( $r = 0.714, 0.577$ ) for specialists and consumers, respectively, indicating a positive relationship. This suggests that there is consistency between the evaluations from both scientific and practical perspectives.

## **Keywords :**

Embroidered clothing, traditional clothing, innovative clothing, fashion shows

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