

## **An Analytical study of traditional clothes in the Hail region, utilized to create women fashion designs**

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### ***Abstract:***

The study of traditional costumes is one of the arts that is considered an integral part of the national heritage, which consists of a group of plastic arts passed down from generation to generation, and it distinguishes each people from other peoples.

Hence, the importance of traditional clothing appears in being an important historical record for those interested in studying history and cultural heritage, as it is a national and cultural heritage that is passed down to generations while preserving the basis, heritage and originality.

Traditional clothing and what it includes in terms of its components and the difference in the fabric and motifs in the Kingdom of Saudi Arabia are of great importance as they reflect the greatness of the Arab civilization in the Kingdom of Saudi Arabia and the advantages which they give to each region in the Kingdom.

Hence, this research was to study traditional clothing in the Hail region of the Kingdom of Saudi Arabia to create contemporary designs for women's clothes to be worn in the evening period, by trying to make use of the computer in implementing these designs.

**This research aims** at an analytical study to characterize the traditional clothing of women in the Hail region of the Kingdom of Saudi Arabia to identify its most important features, and to take advantage of them in creating modern designs for women's clothes that are authentic and suitable for the evening period, and in which aesthetic and functional values are achieved from the point of view of specialists, and in an attempt to revive the traditional heritage represented in the traditional clothes of women in the Hail region, and contribute to support the relationship between local social development centers in the Hail region and scientific research studies.

**The research methodology** depends on the descriptive and analytical approach by describing some traditional pieces of clothing for women in the Hail region and analyzing their components, as well as the experimental approach, where twelve innovative designs were created and were inspired by the heritage and which are suitable for women to wear in the evening period, and it has been using the analytical study to achieve the goals of the research and verify its hypotheses.

**The study resulted in some findings**, the most important of which is that the designs developed under the research achieved the design structures (elements - foundations), The aesthetic aspects of the design have been achieved, including the aspects of excellence and modernity, and in line with modern fashion lines, And in line also with the customs and traditions of Saudi society, which confirms the possibility of benefiting from the study of traditional clothing in the Hail region in creating modern contemporary designs for women's clothing for the evening period.

### ***Keywords:***

traditional clothes 'Popular costumes 'folklore 'Fashion design 'Habits 'Traditions 'Evening wear for women

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