The relationship between fashion collection design and jewelry

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Abstract:
The research deals with how the jewelry designer takes advantage of fashion phenomena in presenting designed collections for jewelry that verify the interconnection between fashion and jewelry. By learning about the nature of collection formation, understanding the general fashion context and the importance of fashion in users' acceptance of different products. And also importance of the appropriate time to launch the jewelry collections, and achieve distinction through the designer personal characteristics, and provide the ability to compete in the market. Methodology: The research used descriptive, analytical and deductive methods. The research puts the hypothesis that there is a possibility to take fashion milestones as an innovative entry point for designing jewelry collections that are compatible with the nature of fashion and apparel, that will assure the acceptance of the jewelry pieces. Designing a collection begins with the correct understanding of the needs of the users, the understanding of new trends in fashion, keeping abreast of changes and creating balance within the collection, in addition to the emergence of some special ranges within the collection. The steps of forming the collection depend on research - design - development and then collection editing, and its presentation. the collection is based on what inspires the designer and attracts the user to buy, so it is necessary to define a basic element that is common to all the pieces of the collection so that the coherence element is available in the collection and also the it must contain impressive main pieces and various pieces for different occasions Simple pieces suitable for frequent use, but in a new way, in addition to making an evaluation of the pieces of the collection, and at this stage, the opinions of those with experience can be used. Conclusion and results: In order for the jewelry designer to cope with the changing nature of apparel designs, he must provide the user with a number of choices that give freedom, confidence in his choices, an acceptance of himself and show the designer own mark as strengths that become the starting point of the collection. And that fashion can give the jeweler the appropriate context for his designs and thus increase the possibilities of acceptance of the user or the acquirer of it and that this context is provided by designers, experts and editors of fashion magazines and to reach expectations and predictions of future trends of fashion, the designer or design team must search and investigation in order to reach these determinants and effects.

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