A family clothing collection in accordance with global fashion trends preserving the Egyptian identity.

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Abstract:  
The global trends of fashion are a permanent and renewable source of inspiration for textile print design so that it is contemporary and modern, and the design of harmonious groups is one of the patterns used in the design of textile printing. This type of designs is derived from a single design and is sometimes called "Twin designs" where they use each other. Sometimes you create three or four coherent designs from a single design line, whether for clothing or furnishing. This style of design can be used to create print designs for family clothes (father, mother and children). This research includes the study of fashion trends for men's and women's clothes printed through Fashion Week (Milan and London) and children's clothing through specialized fashion houses for the season (Spring Summer 2020). The research problem is determined in how to take advantage of global fashion trends in the print design and its formats for family clothes by creating coordinated designs that suit printing clothes of the father, mother and children. To make modern designs those achieve an artistic simulation between family members in line with the Egyptian identity? The research aims to study the international fashion trends of print design for men's, women's and children's clothes (Spring / Summer 2020), and to create designs and their formats and use them to print family clothes in Egypt. The research assumes that keeping pace with global fashion trends is necessary to raise the level of the Egyptian product, which makes it satisfactory to the taste of the consumer, as well as making the local print product characterized by efficiency, quality and competitiveness in global markets, and the importance of the research is due to modern designs inspired by international fashion trends which could be applicable in the field of industry. As for the research methodology, the research follows the descriptive and analytical approach: (Artistic and Analytical Study), This is through the analytical artistic study of various international fashion trends (Spring / Summer 2020) and utilizing them in designs suitable for printing family clothes. The experimental approach: (Applied) It deals with the innovative aspect of formats designs that are suitable for family printing clothes and applying them virtually by using computer programs to use the designs so that they can be seen in an integrated manner. The researcher reached: Analysis of global fashion trends for printed clothes for men, women and children for the Spring/Summer 2020 season, Inspiration for coordinated collections for textile printing designs, and the employment of these designs in men's, women's and children's clothing. Recommendations are summarized in the interest in studying global trends of fashion permanently through following the global fashion houses, fashion week and international exhibitions specialized in textiles to inspire modern print designs.

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