Designing Menswear Inspired by Caricature to Support Apparel Industry During COVID-19 Pandemic

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Abstract:
COVID-19 pandemic has affected the lives of millions of people. Economic crisis had happened all-over the world due to lockdown, in addition, consumer behavior has completely changed. According to several studies regarding the apparel sector; factories should be more flexible and change their strategies according to customer needs. The study aims to provide the market by menswear designs, that consider the men’s’ contemporary needs to overcome the economic impact caused by Covid-19 pandemic. The study also aims to enrich men’s apparel industry with designs inspired by the aesthetics of caricature art, to raise awareness of the need to take the necessary preventive measures to confront COVID-19 and broadcast positive energy to pass the pandemic.

The design project for the study suggests 10 menswear designs that match the fashion trends to ensure a fashionable look, yet implement the requirements and preferred styles for menswear according to a survey (160 responses for the T-shirt form and 68 responses for the spring/summer jacket form). Printed caricatures have been chosen according to interviews with 12 men who chose these illustrations out of 33 other illustrations that rise morale and awareness of the need to prevent from Corona virus. A statistical analysis was conducted using the SPSS-PC statistical program package, Version 25 for a final questionnaire to measure the acceptance level for the suggested designs. According to the statistical results, the five top designs were sewn and printed then presented in an exhibition under the umbrella of the Egyptian Ministry of Culture in “Zakaria El Konani and Aida Abd El Karim Art Museum”.

Keywords:
Apparel Industry, Menswear Design, Corona Virous, COVID-19, Caricature

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