The Impact of Culture Change on the Visual Perception of Fashion Styles

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Abstract:
Change is a natural phenomenon governing all aspects of life, and culture change has become one of the most important human demands and desires. And with the large number of varieties and shapes of fashion styles, it becomes necessary to study the causes of the diversity and change of these styles and how to realize the change of these styles among individuals. The research problem is presented in the coming question: Does culture change has any effect on the visual perception of fashion styles? And why do fashion styles change in the field of fashion? Is the change in the visual visions of the shapes of fashion styles in the field of fashion due to the effect of culture change on the individuals and the communities?

Objectives: determining how much the culture change affect the visual perception of fashion styles. The research follows the descriptive and inductive approach. In the theoretical framework of the research, the researcher approached the culture change in fashion, from the life cycle of fashion and the nature of its change, then dealt with the causes of change in fashion styles and the impact of the change on the visual perception of fashion styles. The results: culture change affects the visual perception of fashion styles through several factors that bring about appearance, as the appearance is the output of tall, weight, color, clothing, hair style, accessories, makeup, jewelries, woman's condition, as well as the body language and eye contact and confidence. Consequently, we find that fashion style is formed by a combination of factors and their relation with one another and the way of wearing the visual factors forms the shape of the final style. Fashion styles vary and change according to various reasons, so that both fashion change and changing of fashion is achieved, as fashion change is something natural due to environmental, climatic and societal factors. And fashion change takes place to keep pace with future, economic, commercial, political, and cultural changes, as well as attraction, communication, meeting consumers' tastes and different fashion trends and development and innovation, and to improve the mental and psychological health of individuals. As fashion has a changing nature, therefore, it has a life cycle, from the beginning till the end, as the change in fashion is necessary and natural in order to make people more vigorous, active and have positive energy, and we find that it interferes within itself to produce new and different types, so that it mixes and secludes itself, and there are no fixed factors that determine certain styles for the individual to wear. Each individual wears what suits his body shape and his appearance and what makes him more attractive and positive, in conformity with his culture and environment. The change of fashion styles is one of the key factors in determining the designs which form the style. And there is a close relationship between the change of style and the change of designs according to the style for which the design is designed. To design any piece of clothes, it's necessary to define the style related to this design and therefore, its lines, print, decoration, silhouette, and raw materials are determined, in line with this style, to achieve the style that is to be designed. The research results confirm the need to make changes in fashion styles, due to its positive impact, academically, socially and industrially.

Paper received 9th July 2016, accepted 9th August 2016, published 15th of October 2016

Keywords: Fashion Styles Change Culture Visual Perception Fashion Change