Economically affordable wedding gowns inspired by Hanbok

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Abstract:
Recent economic crisis all over the world combined with the Arab spring, and wars had put the world in an uncertain difficult economic situation. Egypt was one of the countries that were badly affected by this crisis. Add to that the inflation of the market and the increasing number of Egyptians under poverty line. As a result, products are getting more expensive while wages are at a standstill point. Usually in Egypt, wedding ceremony is once in a life time occasion. That means, brides have to deal with their weddings in these difficult situations, but that doesn’t reduce the importance of the wedding day. Market research which the researchers did shows drastic climb in the coasts of wedding gowns because of the embroidery, which most of the brides can’t afford anymore. That is why the researchers are trying different implementation techniques on wedding gowns to achieve an economically affordable wedding gown. Designs are inspired by Korea’s traditional costume (Hanbok) which is conservative to suite the Egyptian community. In the meanwhile, designs follow the latest fashion trends of SS2018 to achieve the elegancy and gracefulness for brides. Three different techniques were suggested to emblements the decorative patterns on gowns, embroidery, printing and embroidery mixed with printing. Statics shows that design 2 had the less percentage of 83.3% while both design 1 and 4 had the highest percentage of 94.4%. As for the implementation techniques, the less popular technique was printing 19%, following embroidery 25.9% and the most popular was embroidery mixed with printing 55.5%.

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