Using the traditional fashion design values in Asir region for innovating contemporary male designs

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Abstract:
We know that heritage is a legacy that can be used to measure the originality of peoples, the nation's civilization and future is appreciated by the ancestors and the ability of generation to preserve this heritage in line with the vision of the future homeland (2030). Purpose of the study to identify the most important aesthetic features of the traditional man's fashion in Asir region in terms of (description, name, forms, types, suitability and the most important decorations used on it) and renew man's fashion designs maintain the traditional Features of men's fashion in Asir, using computer programs specialized in drawing and Photoshop to highlight the aesthetic aspects of the quoted designs. The researcher followed the analytical descriptive approach, in addition to the applied study by analyzing the traditional man's fashion. The research tools include two questionnaires to identify the opinions of the sample for specialists in the field of clothing and textile included (10) Sentences, and a group of male consumers aged between (20-35) included (80) Sentences, to know their views on the proposed designs. The researcher presented (12) of the new designs derived from the traditional man's fashion in Asir region with a heritage that is up-to-date, fit and appeal to the youth of today. The results of the study showed that there are statistically significant differences at the level of (0.05) among the 12 proposed designs by using computer programs in favor of the "eighth design" according to the views of the two study samples in achieving the aesthetic and functional side. The researcher recommended conducting further studies and researches that combine the decorative heritage arts of different regions in Saudi Arabia and the art of fashion design.

Keywords:
- Traditional fashion
- Male designs
- Asir region

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