

Alom wa Ebnatoha in Infinite Blue

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The purpose of the design was to use the Apparel Design Conceptual Framework that proposed by Lamb & Kallal (1992) to create unique designs those meet the needs for both the mom and her daughter. Lamb & Kallal presented a Framework (FEA) that incorporates functional, expressive, and aesthetic considerations of the design in it. Target consumer is the starting point for the designer who wants to follow this model. Developing a profile of the user that will help to analyze the target consumer's needs starts the design process. The designer has to take the cultural influence on the consumer in consideration while building the profile and defining the consumer's needs. The functional considerations are the ones that are related the usefulness of the design such as protection, thermal comfort, fit and ease of movements. Expressive considerations deal with the communicative or symbolic aspect of the design while the aesthetic considerations take care of the human desire for beauty.





The design process started by the target consumers who are the mother and her daughter who need holiday dresses that they could wear them together. The fabric used in the design also played an important role in the design process. Both the mother and the daughter wanted designs that represent the relationship between them so the designer used the same fabric for both of the designs. The mother wanted a simple, comfortable and easy to fit design that show up the patterns in the fabric. To meet the mother needs, the designer used stretched fabric as the base layer that provide the simplicity, comfort and ease of fit to the design and the whole fancy fabric as the out layer to show up the patterns in it. The daughter's needs were fancy comfortable dress that looks like the Ottoman princess gowns. The designer used three different fabrics to meet those needs. Taffeta was used as the base layer of the whole dress and for the upper part of the sleeves. One of the main characters of the Ottoman princess gowns is the wide and

long sleeve, and the designer used organza in this part of the dress since it is a lightweight and transparent fabric. To represent the relationship between the mother and her daughter, the designer chose the smallest patterns in the fancy fabric, cut them out, and used them to create a new pattern on a layer of organza. The created pattern fabric used as a second layer in the middle part of the bodies and the bottom of the dress. The border of the fancy fabric used to finish the edges of the organza and between the two parts of the sleeves. Flat pattern was used to produce the daughter's dress while the mother dress was draped.

Reference

Lamb, J. M. & Kallal, M. J. (1992). A conceptual framework for apparel design. *Clothing and Textiles Research Journal*, 10(2), 42-47.