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RESEARCH ARTICLE

INTEGRATING EGYPTIAN AND JAPANESE COSTUMES AS A SOURCE OF INSPIRATION IN INNOVATIVE FASHION DESIGNS FOR WOMEN.

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Abstract

Every country has its own unique culture, which is different from others. This makes an incentive to know how different cultures are. Culture of Egypt and Japan are different. They represent a challenge for designers to integrate both cultures in innovative fashionable designs. The present study aims to explore the characteristics of Sinai dress (Thoub) and Japanese Kimono, and create fashion designs for women at the age group (25-40 years) inspired by both. As a result, Historical study of Sinai and Japanese costumes is useful to create fashion designs for women. It reflects the characteristics of both costumes and integrating the cultures of both countries. The present study creates a new method to design outfits for women, which reflects the Egyptian and Japanese cultures by using the intersection areas that results from overlaying the technical drawings of both Sinai dress (Thoub) and kimono as a source of inspiration of proposed designs.

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Introduction:-

The modern fashion world is driven by fast fashion trends, which can meet the consumer desires. That leads to exert more effort to find renewable source of inspiration, which depends on the civilization and culture. [2]

Fashion design is one of the largest industries in the world. It has an influential role in the economies of countries and gives a civilized and cultural expression. It represents a real and indispensable need for any human being. Japan is a Middle Eastern society, as conservative as in the Egyptian society. The Japanese people have a great interest in Egyptian civilization. [1]

The Sinai Dress (Thoub):

The Bedouin woman in Sinai pays due attention to her clothes and adornment. The requirements of both come in different shapes in harmony and beauty. She is decorated in an artistic and bright way from head to foot to look like a magnificent work of art. [2]

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Clothes of Bedouin women are characterized by decorations with beautiful stitches related to the desert environment. As the Bedouin women have a great role in decorating clothes with traditional decorations inherited from mothers and grandmothers. [1]

When Bedouin woman decorates her clothes, she records artistic motifs in simple geometric lines that hold artistic symbols. These symbols are inspired by the surrounding environment, such as mountains, trees, palms, plants, flowers etc.[1]The Bedouin Dress (Thoub) is a distinctive dress for the people of this region and is characterized by the abundance of decorations embroidered on the neck, sleeves, and the sides and on the front and back tail. Neck hole is round with a front slit of about 10 cm in length. However in some cases, it may be squared or v-shaped. Sleeves are long but mostly straight or narrow at the wrist. This narrow sleeve is also featured by a small opening at the end of the sleeve at the wrist for comfort while moving and working.

Sinai dress is made of black cotton fabric and satin in black color. Sinai dress is hand-made by using a stencil stitch with the same embroidery threads because Bedouin women have not yet acquired sewing machines. [2]

The Japanese Kimono:

The kimono (着物, きもの) is a traditional garment in Japan. The word kimono in Japanese means "clothing" in general, where "着" is an act in the sense of "wear", "mono" means "something." Thus "kimono" means "the thing that wears". [11]

Kimono also T-shaped Japanese clothes with rectangular sleeves and the accessories – under-garments, the obi (sash) and han-eri (collar) – that are essential in holding the ensemble together. [12]

Kimono is an ankle-length T-shirt with a wide collar and sleeves. The kimono is wrapped around the body so that the left limb is above the right side except in the case of death and burial. The right side is on the left side.[13]

And wrapped in a belt called an obi, tying from the back to tighten it. Kimono is usually associated with wearing a pair of traditional shoes called Zori or Gita, with a pair of thumb socks called TAPI. [14]

All kimono are the same shape and are of a standard size that can be worn by anyone, man or woman, regardless of height or weight. This gives the kimono versatility not found in typical western dress. [15]

Unlike western dressmaking with its varied and sometimes individual patterns, the kimono is made from a single basic pattern. When kimono cloth is being woven or cut from whether they are worn by married or single women and the kind of occasion on which they are worn. [15]

Table 1:-Comparison between Sinai Thoub and Kimono

Phrases		Sinai Dress (Thoub)	Japanese Kimono
1- Characteristics of the Costume	Standard Size	Length: 140 cm. Sleeve width: 25 cm. Shoulder width: 35 cm. Sleeve depth: 50 cm [2]	Length: 158 cm. Sleeve width: 32 cm. Shoulder width: 31 cm. Sleeve depth: 49 cm [15]
	Decoration Methods	- Embroidery - Textile decoration - Printing and dyeing [4], [5], [6]& [7]	- Hand-woven-Hand-painted - Shibori (Tie-Dye) - Embroidery, Stencils [16], [17]
	Materials	Wool - Industrial fabrics Silk - Velvet - Cotton [8]	Spun Silk - Heavy Crepe - Rinzu (silk with a figured weave) - Cotton [15], [16]
	Colors	White – Black - Red - Blue Yellow – Green – Orange - Copper [2], [3], [6], [9]&[10]	Deep Purple, Red, Gold, Silver, Black, white, blue and very colorful [15], [18]

2- Costume parts		1- Dress(Thoub) Outer Wear 2- Gelbab Underwear 3-Al-Dayer 4-Al-Kabr 5-Belt 6-Face Cover 7-Foot wear [2], [3]	1-Kimono (Outer Wear) 2-Hadagi(under shirt) 3-Susoyoke(under Skirt) 4-Haori Jackets and Coats 6- The Obi(belt) 7- Tabi (socks)- Zori(sleeper) 8- Fan and Hand bag[15]
3-Costume types (Outer wear)		1- Jaffee 2 - Dress big 3-Mataweeh or Abuerdan [2]	Mofuku – Tomesode - Furisode Homongi– Coats- Haori Jackets Shiromuku - Iro Muji - Komon Tsukesage – Omeshi – Yukata Kihachijo - Satsuma Ramie [16]
4-Shapes	Costume	It takes A shape [2]	It takes H shape [15]
	neck	It is V neck opening [2]	It is X neck opening [15]

Table 2:-shows the types of Thoub and Kimono Costumes:

Costume	Types Name	About	Picture	
1-Sinai Dress (Thoub)	Jaffee	It is tight and fit and. It called “lath” which is a dress full of decorations. And it takes the form of local rob. [2]		
	big dress (Thoub)	It is not different from the design above except whether in terms of the main part of the dress or side cuts “banayeq”[2]		
	Mataweeh or Abuerdan	This Dress is distinguished with large triangular sleeves whose edges may reach the ground. Bedouins call these sleeves “Mataweeh” or “Abuerdan” because these sleeves move like wings [2]		
2-Japanese Kimono1	Formal	Mofuku	Its only suitable for wear at funerals and memorial days of deceased family members. It is customary to wear a five-crested kimono in black [16]	

		Tomesode	It is the most elegant for married women. It corresponds to an “evening dress” in Western clothes, although it can be worn any time of the day. Kuro tomesode is in black overall, and iro tomesode is in various colors. [19]	
		Furisode	It is a formal and Bridal kimono type worn by young unmarried women. They are very colorful and bright. [18]	
		Homongi	It is a simplified version of the furisode and tomesode. Homongi is most often lined with a material different from the kimono itself and is decorated with full patterns. [15]	
	Informal	Iro Muji	approximately "plain color" solid color kimono. It can be actually plain or have discrete damasque like a patterns (in a fabric called rinzu. [20]	
		Tsukesage	Tsukesage are visually quite similar to Homongi, but rather than displaying flowing patterns a Tsukesage's designs are dyed in such a way, that they do not cross the seams. [20]	
		Komon	It is characterized by an all-over pattern repeating that can flow in any direction or follow any theme. Older women tend to wear smaller, subdued patterns, while younger women tend to wear larger and more bold patterns. [20]	

		Kihachijo	The name "Kihachijo" means yellow fabric produced in the Hachijo Island near Tokyo, but the name also covers other colors like black and brown. The Tobi The bright yellow color is produced from a dye extracted from the kariyasu grass found in abundance on the island.[15]	
		Satsuma Ramie	This kimono for town wear Satsuma ramie, one of the most luxurious of summer materials. [16]	
		Yukata	This is a summer casual kimono worn by both men and women. They are made of unlined cotton or linen making them very light and comfortable compared to traditional kimono. [15]	

Materials and Methods:-

The present research used different silhouettes of traditional Costumes from different Culture; Sinai in Egypt and Japan as a source of inspiration to create fashionable designs for women. Models were drawn for the age group (25-40 year).

Models poses have been matched to designs, which reveal the shape and style of the designs and enhance the dramatic effect desired by the designer.

Ideas are sketched out in rough sketches, then reworked and redrawn, starting with a really quick pencil drawing and then being revised and redrawn into a full-color sketch that has all, or most, of the final design elements incorporated into the drawing. Felt-tip marker pens are used to color design sketches. Markers used to produce an instant wash across a wide range of colors. In this study, the main Idea is a combination of Sinai and Japanese outfit. Costumes was integrated as an inspiration, aesthetically and artistically to merge between both cultures and different civilizations. 2019 color trend are chosen to color all designs, which is suitable to inspiration colors.

To create the proposed designs, Adobe illustrator program are used to draw and overlay the technical drawing of Sinai (Thuob) and Japanese kimono. The intersection areas between both technical drawings are used as a main inspiration for all designs. Arabic and Japanese calligraphy are used to add aesthetic value for designs.

Results:-

Proposed designs carry the main features of Sinai dress (Thoub) and the Japanese Kimono. They reflect the culture of Egypt and Japan by integrating the characteristics of Sinai dress and Japanese kimono.

The following is a presentation of technical drawing of Sinai and Japanese costumes, and overlay them to have intersection areas, which are used as a main inspiration of all designs.

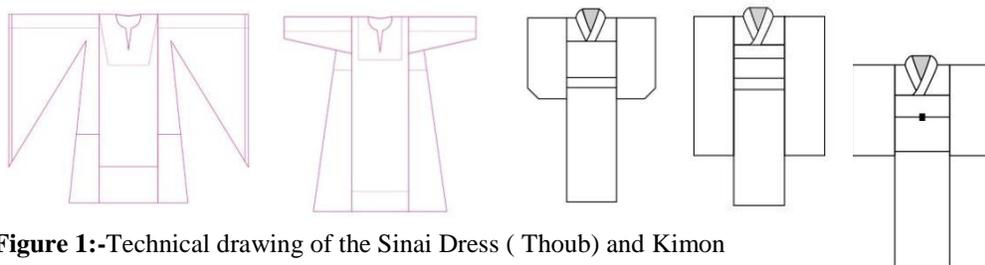


Figure 1:-Technical drawing of the Sinai Dress (Thoub) and Kimon

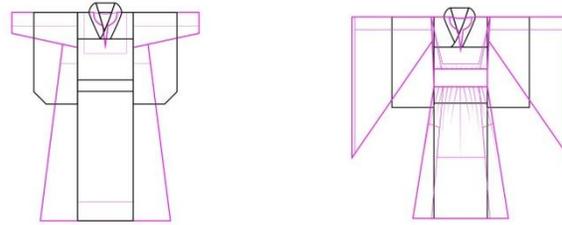


Figure 2:-Overlaying of both technical drawing of the Sinai Dress (Thoub) and KimonoThe following is a presentation of 12 designs Ideas that inspired by the intersection areas that results from overlaying both technical drawing of Sinai and Japanese costumes

Inspiration source:

All Designs are inspired from Sinai Dress (Thoub) and Japanese Kimono.

Colors:

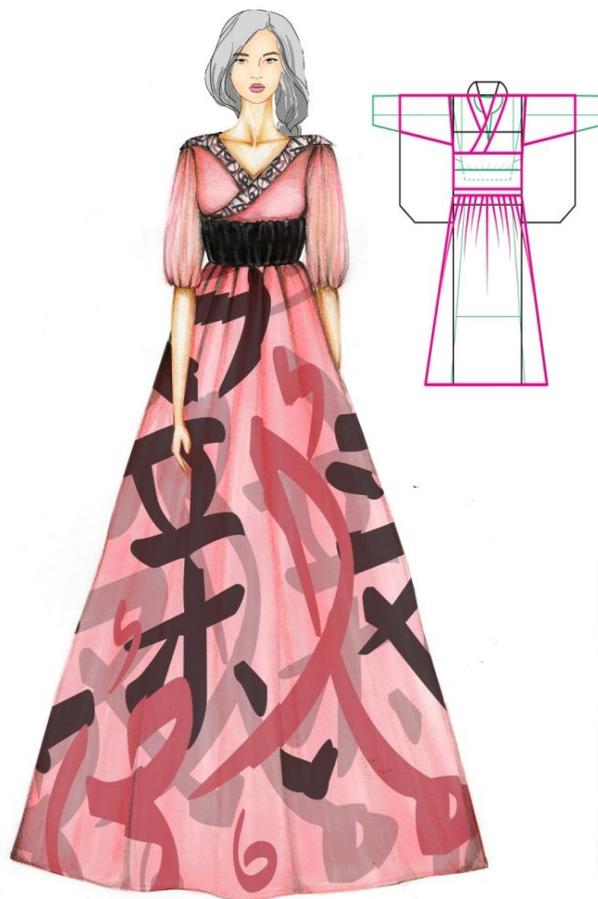
2019 color trends that are suitable to the inspiration colors.

Decorative Motifs:

Arabic and Japanese Calligraphy.

Proposed Fabrics:

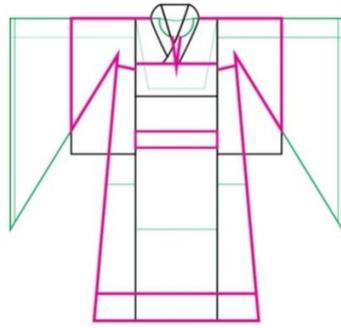
Satin, Chiffon and Crepe.



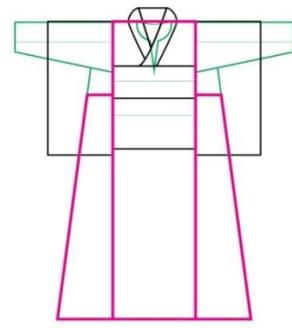
Design 1



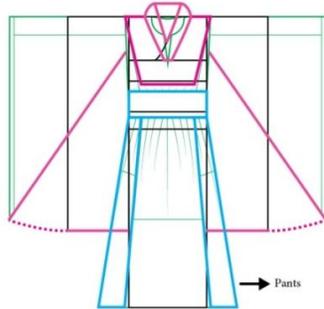
Design2



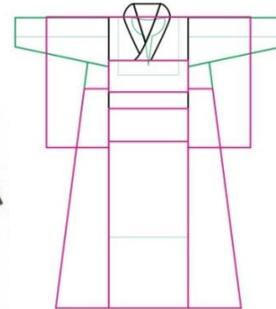
Design 3



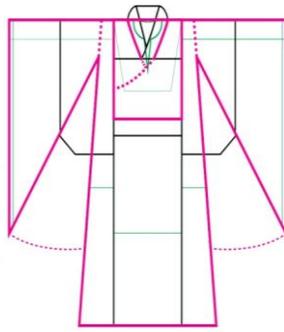
Design 4



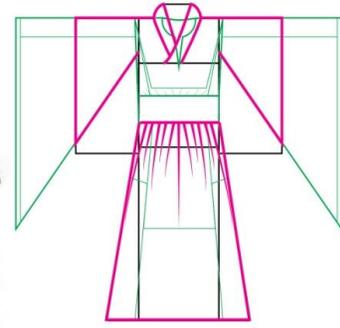
Design 5



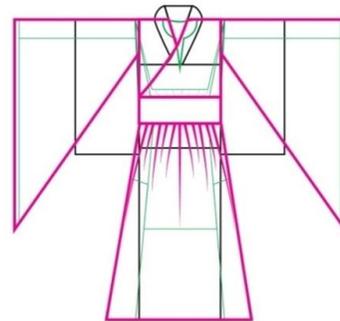
Design 6



Design 7



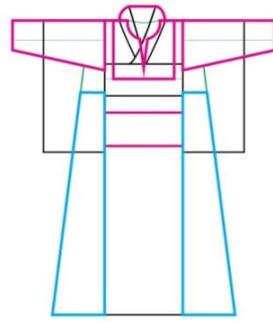
Design 8



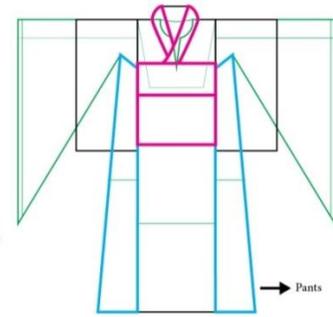
Design 9



Design 10



Design 11



Conclusion:-

1. Historical study of Sinai and Japanese costumes is useful to create fashion designs for women. It reflects the characteristics of both costumes and integrating the cultures of both countries.
2. Costumes studies are useful to add aesthetic values to fashion designs, which combines originality and Contemporary.
3. Using the intersection areas that results from overlaying the technical drawings of both Sinai dress (Thoub) and kimono as a source of inspiration of proposed designs, is a new method to create fashion designs for women, which reflects the Egyptian and Japanese cultures.

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