

Fashion Designs Inspired by Ramadan Traditional Visual Aspects

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Abstract:

Ramadan is a blessed month during which different religious rituals and various traditions and cultures are demonstrated; along with other common traditional habits that mark the month of Ramadan specifically in Egypt. These inherited traditions and habits with their specific origins have become common to everyone during this month.

As Ramadan gets closer, people get prepared happily to this blessed month. There are many festive traditions that take place in Ramadan including:

- Buying Ramadan supplies like lanterns, Ramadan decorations, Ramadan desserts such as Qatayef, Konafa and other delicious sweets.
- Mesharati (a person who wakes people up by beating a drum and chanting to have their suhur at midnight).
- Other religious customs like reading Qura'an, Taraweeh, Tahajod and Qeyam Alayal prayers in addition to decorating mosques with festive decorations and lights.
- Banquets and indoor or outdoor family and friends gatherings.
- Garments are of a great importance for the whole family; they highlight the elegancy of everyone. However, garments are of a special importance to women. Most women seek to look different and unique; and look for every new trend in fashion. New fashion trends always highlight any girl's character and distinguishes her among others.
- Therefore, girls and women always look for new trends to wear specially in occasions and social gatherings.

Fashion designs can be designed and Inspired by the spiritual atmosphere and religious rituals of Ramadan so that they can be worn in Ramadan, during Taraweeh prayers and family and friends' gatherings for Iftar or Suhur. This can also help women in satisfying their fine taste and desire to appear unique and elegant with traditional touches in everyday as well as Ramadan outfits.

Same designs can be applied to kids' wear inspired by Ramadan traditional customs in order to strengthen values and religious history. These garments are festive enough to make kids and their families happy and excited. Kids also can wear these garments during and after Ramadan.

Research Summary:

- Using Egypt's distinguished Ramadan trends that differ than those in other Arab countries by innovating and designing unique garments that reflect artistic and symbolic taste of the different spectra of the Egyptian people.
- Demonstration of the aesthetic and traditional artistic value of Ramadan visual and religious trends; due to the lack of innovated garments to match such important occasion in a modern way.

The Aim:

- Presenting an analytical visual study of some of the society's symbolical aesthetic traditions during the Holy month of Ramadan in Egypt.
- Producing a collection of clothes designs illustrated from the visual trends of Ramadan in Egypt. These designs should target women and children to enrich the field of manufacturing garments designed for various Ramadan occasions and gatherings as well as formal wear. Additionally, the designs provide innovated apparels that are specifically designed for prayer time and Taraweeh prayer during Ramadan in an attempt to boost the spirit of values and traditions among the Egyptian families especially women and children.

Opening Speech:

Ramadan Traditional Visual Trends: All various social traditions adopted by Egyptians during Ramadan.

Clothing designs: The description of clothes as being any apparel wore by men or women. The word "clothes" can define anything wore by any person either indoors or outdoors and can be made of natural or artificial textile.

Research Topics:

Women wear – Little girls' wear

Research Approach:

The research is presented in a descriptive, analytical, experimental and artistic approach.

Research Key Topics:**First: The different rituals and traditions performed to celebrate the Holy Month of Ramadan:**

- Along with the religious rituals performed during the Holy Month of Ramadan, there are also some customs and traditions commonly adopted to celebrate this Holy month.
- Most common traditional customs that appear strongly during Ramadan include Ramadan Lantern (Fanous Ramadan), Ramadan cannon (Madfa'a Ramadan), Suhoor-caller (Mesharaty), street sellers, Ramadan colorful decoration and Khyammeya textiles.
- Recently, cartoonized photos of the favorite actors who have deep-rooted memories with Egyptians during Ramadan have been printed on various Ramadan-related textiles and used to decorate streets, houses, restaurants...etc
- Other common traditions include Ramadan Tents in which sunset breakfast and suhoor are served, Maawaed Al-Rahman (Charity Meals), inviting family and friends to Iftar and other various social gatherings.



Second: Cothes Designing and its Importance to Women and Kids:

Clothing is of high importance to people. Usually, fashion designers study well the taste, cultures and customs of their customers to meet their needs while earning profits through marketing of their products. In this context, we recognize the importance of women and kids wear.

Third: Suggested Design Plan:

- Cultured and middle-class women supported the new trend and stated that they cannot find artistic traditional line of clothing which leave them happy and satisfied with the warm spiritual atmosphere of Ramadan.
- Therefore, we aim at enriching the seasonal clothing line by such trend that matches with the Islamic and Arab atmosphere and emphasizes on the Egyptian spirit that embraces an increasing significant Islamic symbols if compared to other Arab Islamic regions.
- Some women preferred that certain clothes should be wore specifically during Ramadan and that such clothes should be of special pattern that clearly reflects the visual Ramadan-related arts and traditions.
- Others preferred that these clothes can be wore during and after the month of Ramadan.
- All the above have been taken into consideration before proceeding with designing and making the designs depicted from Ramadan visual trends.

The Five Design Groups presented in the Research:

First Design Group: Women casual wear comprised of (23) designs;

Second Design Group: Girls casual wear comprised of (7) designs;

Third Design Group: Women prayer wear during and after Ramadan comprised of (4) designs;





Fourth Design Group: Girls prayer wear during and after Ramadan comprised of (4) designs;

Fifth Design Group: Mother-daughter Isdals of same design comprised of (2) designs;

- The total number of designs is (40) made of different textiles and numerous constructive structures to enrich the clothing lines for women and kids during Ramadan as well as casual lines to spread the spirit of happiness and innovation.

Some of the executed designs:

-First Design Group: Women casual wear

			
The Design	Parts inspiration from	The Design	Parts inspiration from





			
The Design	Parts inspiration from	The Design	Parts inspiration from

			
The Design	Parts inspiration from	The Design	Parts inspiration from

Second Design Group: Girls casual wear-

			
The Design	Parts inspiration from	The Design	Parts inspiration from





Third Design Group: Women prayer wear during and after Ramadan-

			
The Design	Parts inspiration from	The Design	Parts inspiration from

-Fourth Design Group: Girls prayer wear during and after Ramadan

			
The Design	Parts inspiration from	The Design	Parts inspiration from

Fifth Design Group: Mother-daughter Isdals of same design-

			
The Design	Parts inspiration from	The Design	Parts inspiration from

Fourth: Results:

- The research featured analytical study of the significant visual trends of the Holy Month of Ramadan in Egypt to use them as a source of inspiration.
- The research featured (40) designs contained in five design groups of women and girls Ramadan fashionable wear, casual wear and Isdals.
- These designs can be dressed during the month of Ramadan only; however, some people can wear them any time throughout the year giving women and girls who wear these designs the feeling of uniqueness and significance.
- Endorsing Ramadan aesthetic traditional values by manufacturing fashion able kids wear and mother-daughter wear.

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