



Management of Fashion Design and its Impact on Human Behavior

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ABSTRACT

The current research in the management of fashion designs and their impact on human behavior, which are used in different ways and methods, taking into account the aesthetic and skillful performance as well as the economic aspect, and the research in its theoretical framework to the technical additions (cost) and its relation to aesthetics in addition to decorations and types, The research and practical aspects of the work where several designs were chosen to be applied in them. The recommendations included the possibility of benefiting from the results of the research and clarifying the extent of their impact on human behavior and the relationship between them.

Keywords: Fashion Design, Human Behavior.



Introduction

Clothes used from time to time to satisfy the human needs, as it is the main factor in determining the elegance and attractiveness of the person in addition to that the appropriate clothing in the nature of the person helps him to earn respect for others and not feeling inferior if the person suffers from physical defects clothing can hide and appear More beautiful and consistent.

The success of any design depends on the precision in the selection of components, so be careful consideration and the selection of different design elements and compatibility with some body size and trends in modern fashion.

The design of the uniform means the outer appearance of the clothing, the identification of its parts, the method of installation of these parts, the method of its use and the identification of the appearance, including the choice of the overall shape of the garment, the use of the cost, the ornamental materials, etc., which is required by the design and implementation process.

Perhaps the most important characteristic of modern societies is the speed of change at all levels social, economic and cultural, and our development and transformation is not a product. One person or one generation but it is the product of the cognitive accumulation of successive generations, contains

Socio-cultural change on different manifestations so that every appearance can be. The subject of sociological scientific study. We have ascertained in this research a study. The relationship between human behavior and human behavior and development in the management of fashion design, in addition to what characterized by the human love of change and renewal.

Importance of research:

The theme of fashion designs in the life of the individual, which is sought by every human being Is the search for excellence Through which the rest of the other youth groups, whether male or female, which led them to create a culture of trying It also translates the extent to which the individual is affected by the outside world and determines differences Personal relationships between individuals and groups and the quality of relations between them, and thus oppression.

And social control the decline of traditional values has resulted in the protective and moral value of the clothing and has been replaced by values and standards.

Research Problem:

In order to design any costume, the designer must study the foundations and rules on which to build the costume, the most important of which is his understanding and understanding of the nature of the body for which he is designed so that he can highlight his beauties and conceal his defects, giving him a touch of adornment and gravity. Women in particular today in the field of fashion and fashion, in various aspects to make women appear more beautiful and elegant, care in the public appearance is a human nature cannot be overlooked, and adorn and coordinated the clothes were and still depends to a large extent on the show Z year living on the one hand and on the amount of cultural progress when peoples and nations on the other.



It is a process If my clothes a design note and the art of fine arts less important in our lives from other sciences and arts other And from here began to think New ideas Design and Tzi my n clothes

Search Hypothesis:

Returns interest man in fashion to me presses mental gesticulate invites mechanism individuality from independence in a personal and excellence about others and freedom the choice taste , and social pressures such as imitation and imitating to others of whom belong to me levels and classes high from the society and keeping pace what he is diffuse from fashion which produced the society global industrial economic development and media ... etc, from through promotion some products basic modernization and fashion through means media, and create perceptions and values and standards social issues new, than led to me marginalization the culture the original and therefore loss identity collective and research about identity individual within community believe culture consumption .

Goals Search:

Aims search present to me you know the following :

1. Identify roads and methods appropriate to design fashion.
2. Design models appropriate for males and females which fit the age
3. Find ways economic development to design larger quantities of clothing from during the ideas of both young males and females.
4. Pursuit to me search about motives self and social development per capita in center of variables civilization and cultural activities economic development. Which influenced on his perceptions and its behaviors his interest more fashion.
5. Reveal reality dress up and clarification dimensions and semantics mental and aesthetic economic and social development and cultural activities which throw to her from through value and standards social which produced and icons and meanings which hold it throws to her as a field vital important in life individuals no can release about him .
- 6- Search about bezel effect the level living and class and cultural and prestige and the social role on orientation individuals and their choices type clothing.
- 7- And so please that be this is studying starting for studies other scientific looking in the subject of interest fashion at young especially, from yup clarification what produced human behavior and interaction and pressure the two meetings, whether through group comrades or the media or institutions other economic development and productivity ..etc, from Minds perceptions and behaviors and habits to her backgrounds and raised on safety building social, to deal with her kind from take care and caution and research about objectives which designed to them .

Border Search:

Limited search present on : -

1. Many different designs to apply to many models on the ground for individuals.
- 2- Methods multiple for design of engraving, drawing, engraving and embroidery and flowers, use shrubs.
- 3- Institute arts applied 2010-2011.



Methodology search:

In order investigation goals search and proof or denial his hypothesis , adopted researcher on style descriptive to analyze ideas associated with searching and tracking human development through time in its design and production of fashion , it is then development archaeology and results to reach to me results specific from through designs that he creates.

Structural Search:

for briefing with aspects search all done division search on several investigation: ensure subject the first what a costume, has dedicate subject the second for motives of fashion wear, either subject the third he came to talk about the reasons for the spread of fashion designs for the fourth topic explained the relationship of human behavior fashion design, and then the fifth section spoke conclusions and recommendations

The first topic:

What is the costume? Firstly: definition of costume:

Fashion in the definition of linguists means the identity of the people. the uniform varies from person to person to another and from one class to another in society, from region to region and from country to country controlled by factors air, environmental, geographic, social and historical economic, psychological, religious and political everywhere (thuraya) nasr 13: 1998 (clothing is one of the most important daily necessities and necessities, and in the same time affects social activity, so it is well established and strong in life social and cultural in any age, but embellish the clothes we wear and the choices are clothed which we define it first and foremost as specific and restricted by the type of society in which we live ('ali' abdin, 1996 : 64))

Second: The Most Important Clothing Which Restored Individuals:

I became fashion right now she fashion good of the era or fashion and this is when is characterized by with it from change and renewal continuing speed proliferation in a each media social especially who are they young such as spirit :

1. jeans (jeans): it is the costume most pervasive on level the world , related origins american rate to (levi'strauss) this the last one related origin jewish german which it was works on transfer goods small settle down states united nations America year 1847 where action on invention dress for work special for those who they were working on search about gold from cloth strong is called jeans and on this named clothing made from him in jeans then has become costume teenagers where it was forbidden in a schools but today has become dress each layers no known age nor sex 1991: 55-56),Colette uillemard)

2. hat (casquette): varied covers head variety communities for my reasons and methods and habits use considered as from the costume which used sometimes for protection and sometimes for a jacket and sometimes for decoration and excellence between different categories and classes social, it was for of the arabs as such says doctor ahmed wanted » were the turban position interest the ancients modernists, because she represent the costume arabi islamic (ahmad required, 199 5: 19)

3. coat (blouson: characterized in their diversity whether from where the shape or subject made of which, and even mark commercial and colors where we find the color the black he is prevailing or he is mostly on this type from clothes and he the name



which gave for teens in a years fifties (les blousons noirs) who they live in a biology high-end in a the cities great and who they wear coats from the skin natural related the color black.

4- Chest or (veste): it is costume short related closing from forward wears in a place the coat we find vest especially in a matter jeans (veste en jeans) with tags commercial which we mentioned it previously in a this is subject, as such we find type else and he what called (veston) and he what wears with trousers usually what is being from the same cloth and so on be suit (uncompleted) or what we call it (costume) in a the language slang used maurice leloir, 1992: 64).

The Second Topic: Motives Fashion Wear

Is considered fashion from phenomena social good per capita range his life and him importance extreme multiply multiplicity his functions they differed motives acquire it of which environmental issues and historical such as mental and social development such as cultural activities economic and are represented in:

(a) protection body : play conditions air dura in a selection the individual for clothes appropriate which protect his body from heat the summer or cold winter, which need innocent in a human ago that create evolved this is the need with passage time and amended on according to what proportional to with need human , therefore we find fabric user in a clothing summer not himself fabric user in a clothing winter , as such that habits fashion different in a areas of the lane about her in a areas cold , areas warm use much silk clothes light reversible we find population areas cold focus in a manufactured on wool leather cotton ... etc, until use colors differs from according to seasons and this is what extends to me planting culture the costume and industry and culture agriculture which suit with that region and their customs which must be taken into consideration in fashion selection . nor limited protection the body on the heat and the cold just but stretched out to me protect it from materials toxic like gases ... and so on get up factories right now and with scientific progress by providing dress protection from yup protection individuals from some diseases which caused by that materials .

(b) humility : born the need to me modesty ago create human, therefore we find modesty existing until at tribes primitive, starting from coverage the body pork trees then leather the animals then then fashion trendy , as such that each religions heavenly focused on jacket human for some members to say almighty):oh brown adam may we went down on you to wear my thoughts your misfortunes and risha and clothing piety that good that from verses allah perhaps they remember (, and he worker also control in it traditions and habits the society accordingly vhasham differs always fashion struggling with habits and traditions where refuse in a first command when is characterized by with it in a ghalib times from reveal of the body but distance spread get used to people on her jacques guillou , 1997: 280)) .

(c) drew attention others : we promise costumes and appearances from most important means which use it the individual from yup drew attention others, and this is especially at category young and teenagers gesticulate is characterized by with it this



is category from love appear looking, as such that the appearance he is first what judged on him from party others , that what wear it the individual from clothes pass about his level social development and its function or type currency, as such that center social development and career it is imperative on him a look certain (atiyah abdeen: 159). Accordingly the individual works always about search in a reasons abdullah social development.

The Third Topic: Characteristics and Causes Spread Fashion Designs:

a- characteristics

- 1 shall what distinguish more fashion designs he is the change and renovation and not stability and stability.
2. Speed spread new designs between all categories the society especially i have Categories which enjoy social influence economic development.
- 3- Link quality designs in appearances and luxuries than makes it interesting more to attention and admiration, and enjoy it layers high from community.
4. Move horizontally between individuals and groups and vary degree the influence by when enjoy with it the individual or community from fame and status social issues and economic.

B. Reasons for Its Spread:

1. development industrial: play development scientific research and industrial role large in a plus spread fashion designs between most categories the society whether from side Production devices sophisticated working on hype information or from through enter techniques new grandfather sophisticated in industry and textile than led to me a plus production it provides goods in a markets and prices competing where i became most categories the society could you having what proportional to with possibilities physical and expensive fashion after she was restricted on categories social issues available on influence economic development and social issues Michel de coste , 1996: 185) .

2. openness economic: distance inflation production has become there group international to market it supervised on him countries industrial great it was it is necessary on countries the traveler in a road the growth access in a this is the organization global and he what led to me its openness on market global .

3. means media : contributed means media in a spread fashion designs in a manner large and to a degree first, audio of which and visual such as television and films movies and written like newspapers and domains and so on about road advertising and propaganda direct of which to market the product or others direct which what broadcast through more movies ... etc where effect on freedom the individual from through create needs and habits consumption and standardization their tastes (fawzia diab, 1980: 217).

4. influence social : as such that for people whose enjoy place social issues distinctive in a the society role in a spread modern fashion designs like artists and senior politics



and stars sports when for them from fame he asked social and effect especially on category young therefore use their own companies production to advertise on products through means media whether pictures or by taking their names on product, this addition to me owners layers high which titoufon possibilities physical to follow else shouts fashion which be in a the first usually related eighth expensive to diminish then gradually and adopt them layers world from society (atia abdeen, 1996: 13)

5. possibilities material: require fashion designs possibilities financial considering because she in a change permanent and designs no means the purchase according to the need but the purchase according to what he is new in a market gesticulate he is diffuse and consistent for fashion accordingly evolution industrial and technology contributed in a improvement levels live i have individuals and growing her income than led to me create needs and habits for consumption basim fashion or requirements age and this is what make most people they practice business additional from yup meet and satisfaction their tastes.

6. spread role and shops display: this whether from through show fashion the Organization for months designers tailors or from through interfaces stores specialized which draws attention passers-by and wandering for the method show products and commodities with my blood create motives and needs and tastes to buy according to models shown which seeks consumer to me its embodiment in a reality, accordingly the roads and streets considered as as a theater to interact social development exchange icons and meanings from through the behavior of the data actions individuals as such considered as point confluence each cultures and categories social and so the field road allow also override barriers other the usual it from habits layers to produce interactions related contact social jacques guillou , 1997: 128)).

Subject the fourth: relationship the behavior human design fashion

Table 1: Show Tags Commercial Favorites I have Individuals

trade mark	Duplicates	The ratio
Levi's	30	22%
Nike	42	32%
Interpol	4	2%
Pierre Cardin	6	4%
Adidas	35	26%
Puma	14	10%
Fila	2	2%
LACOST	7	6%
Sergio-tacchin	4	2%
Armani Gucc	4	2%
Dior	3	2%
A lvaro	2	2%
X ara	2	2%
	1	2%



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Rg512	6	4%
R ebook	2	2 %
C appa	1	2 %
Imported tags	70	2%
Not my favorite bookmark	20	14 %
No answer	11	8 %

Note: for of the total there you get us on number larger from the size real for the sample and so on to pick individuals more from sign commercial from the previous table shows individual cultures toward the costume modern, which recall knowledge tags commercial quality costume which specializ es in it each country for example : we find months tags in a france (cardin pierre), and in a america (levi's),... etc, knowledge each this is tags and their origins geographically allow for young people as consumers knowledge quality and quality the costume and tag the original from mark dish the origin, it allows as well watching the new or fashion and imitation brightest star cinema singing and even star sports, as such makes students they choose people and places the purchase of whom available they have mark commercial the original gesticulate contributed on formation culture fashion i have individuals he is effect means media gesticulate contains from fields and internet especially from him the provider anaerobic such as channels tv space west such as French gesticulate inauguration from interest for appearance and the picture and its totality which introduced valuable and standards social issues new, from through what offer whether from advertisement was certificate directly an out matter fashion or what offer as non directly from through software tv space and movies through what wear it star singing and cinema .where we arrived to me finding more from 60% from individuals they follow channels space west and French of which, due for factors cultural activities of which the language used and diversity programs and rich, this what effect on their perceptions behavior especially and that most software follow-up from party young she the movies movies then followed by miscellaneous singing and quotas entertainment which software most depending on the appearance and elegance and beauty and imagination. and this is what mirror on young where has become the majority of them they go to me buy fashion importer of from the countries west especially of which European commission and American as such make them imitators they resemble with young people that countries and clothing on their way especially for for young people the cities great and who for them possibilities financial because clothes imported sold prices grandfather high as such it featured good quality and quality and fame global. and he what explains as well orientation of individuals to buy their clothes at merchants bags or stores specialized in a tags commercial involved or directly from the outside through one individuals the family or friends.

This addition to me shortage production the local or lack thereof sometimes and not his path and his response for measurements global applicable by make majority individuals not for them selection before the costume importer than makes them subject for him despite its cost.



in the last one we find that practice some identities and activism from party young such as sport and go to me playground a ball foot and to cinema and rooms internet has become creates they have type from relations which effect as non-directly on appearance where friction and interaction while between them from side follow-up and tradition and imitating months athletes and filmmakers from side other.

Schedule number 2: shows most important sports which exercise from party individuals

Sports	Duplicates	The ratio
football	62	47%
Basketball	8	6%
the enemy	10	8%
Swimming	8	6%
Cycling	2	1%
handball	9	7%
Weight lifting	7	5%
boxing	1	1%
Judo	5	4%
The karate	2	6%
Yakdu	8	1%
Vietnam	1	1%
The Confuco	1	1%
Walking	3	2%
No I practice Whichsport	22	16%
without Answer	3	2%

Note: for of the total you get us more from the size real for the sample and so on to practice

Individuals for More from Sport in a Same Time.

that most important what it turns out our from through this table he is that majority individuals they practice sports whatever it was type and so on from yup governorate on health the body in the same time governorate on his beauty and thicken and so on for the effect means media from through programs specialized in a this the field and from through also advertising and publicity the most important machines and means used and sophisticated like grades fixed Which machines facilitate it provides circumstances appropriate to practice sports which can put it down until in a home without that take a place large and can use from party each individuals the family including in which the mother the process at home in all times whether in an end the week or when back from the work and her many from the benefits health and aesthetic as a avoidance the increase in a the weight for example. as we discovered in a table the previous that the places most hesitation on her from party the members are playground a ball foot, and he what confirm it this table where sports most practice from party individuals she a ball foot by 47% because it as such we mentioned previously she more sports popularity as such it no require means and possibilities



material big other than sports other which exercise in a halls specialized like swimming which require availability swimming pool as such that for means media role in a advertising by from through matches national and continental and global as such that the large number of programs sports the existence of some channels specialized in a sports concentration and attention this is software on sport a ball foot make it hold on carefully large from party the audience especially from party young and became instrument to interact young and communication while between them than led to me create culture sports I have groups friends . the young man or the individual in order to remains member in at his is community nor feels by alienation must be on him that be he have this is the culture and all this for him effects non directly until on appearance the individual especially while regards dressed and he what turns out from through their clothes for shoes sports as big addition to me allowances sports and he what they call it b practical outfit or what is called bazzi comforts or relaxing this from through effect sports itself to me side effect star sports either from through their backs continuous in a matches sports in software TV and also through newspapers magazines specialized or from through accreditation on them in a flashes advertising especially that they for them fame big i have young and this is the influence adopts from through the costume or hairdo poetry or the appearance generally this entire creates tastes and the way to wear it for his own outfit .

Results

1- Represent fashion a need psychological social , it is used for prevention and jacket for body human, and this is returns when ask him reality through what produced the society from valuable and standards from through the culture popular gesticulate contains from proverbs and, and institutions official gesticulate impose it from discipline in a the appearance, and means media gesticulate shop it through advertising and publicity for months tags and the finest and newer designs which imposed market and senior merchants fashion producers , as well through programs movies and lyrical and sports gesticulate wear it months stars.

2. Become the majority of individuals they comply for these value from through the analogy and tradition for months forms fashion style living the rich and my family levels

high from the society, and composition picture itself which i produced it means media of which channels tv space west which allow see on the new and matching fashion gesticulate he is diffuse from different designs for fashion as such working on unification tastes from through hype and advertising by product where has become role advertising no stands up before advertising consumers goods but beyond to me create tastes and needs psychological and others social issues new .

3- outfit he is phrase about prevention for body human from free the summer and cold winter and jacket from eyes people it is also as language where include son symbols and meanings from during which enters the individual in a interaction with the society which receive that icons and meanings it is based dismantled, in which is being turnout the individual on consumption generally and fashion particularly no for his need and its use with it but for its value the symbol social development.



4-outfit allows per capita configure his identity, identification from during which give picture on himself determines by what he is special with it gesticulate featuring with it about others, the costume has become instrument to attract attention and admiration others from through him pass the individual about his freedom and independence his tastes and its choices and distinguish it about the other two by belonging social development and class and its level living and cultural. Gesticulate achieves freedom and independence for individuals he is the costume modern where allow for them out about traditions and stereotypical from through fashion which working on renewal and change continuing in a models in designs and shapes and colors which by achieves young their choices and their tastes.

5- the costume for him two sides the first individually from through him complete for the individual excellence about others and achieve same and proof his presence, from where quality the costume and the tag commercial which carry it, and social issues with it announces the individual about his group and his culture bookmark and so on by analogy and imitation others who are they owners layers high from the society and months star tv from singers and filmmakers. it is considered fashion from through value and standards which done production gesticulate hold it dress up corresponding to her from meanings and symbols as the scale for his quality and its quality and beauty and elegance for a person which he obeys to her from through mark commercial which hold it dress up and the country the factory for him and from through also its price and place buy it for this has become today majority individuals comply for their models and buys according to what he is diffuse from fashion i have categories related centers distinctive in a the society according to what he is compliant of the era but and more from this where acquired techniques and formed he have culture dress up . he plays the origin social development economic development and cultural and geographically role important in an orientation individuals toward type the costume where requires the costume importer expenditure financial on the other hand requires also culture and this is to multiply type it and differences quality and sources and names tags commercial which hold it represents the costume importer and the holder for signs commercial international and authentic which sold prices grandfather high which frequently what is being a comparison when he is diffuse from dress up and with what impose it fashion sample optimum and distinctive which participate in it relatively alpha other d from cultures communities other more developed and advance where highlights the individual privacy from through what hold it from symbols material and moral from side and from side other avoiding exclusion and marginalization social development than pay by a majority individuals to me modeling west in a the appearance and fashion especially i have category population the cities great .

6. stay that phenomenon interest fashion designs allow our configure our identity Individual which by come in in a interaction with the other whereby we define what he is special our and distinguished with it about others and so on from through freedom independence of our choices and tastes from fashion , in the same time allowed us the costume the composition is my collective ego which from during which we announce on what we share in it with others identify reference groups



which we belong to our social belonging to me youth category or students or to me top layer or to me the standard of living and culture which featuring with it such as singing stars or cinema is this from during imitation and imitation their own in which help us on adaptation and integration in community .

Conclusions

From in our study of the effect of human behavior on fashion design, and plural each knowledge and information which to her relationship for fashion side pain an individuals and through the analysis and interpretation of the results of the hypotheses we miley:

1. constitutes the uniform one pressure psychological and social on the individual is the most important motivation which lead individuals to me increasing attention to dress is to attract the attention and admiration of others, as young in the age are looking in it about social acceptance, and as a human being within him the love of himself, they work on proof of their presence and status social distinguished as future frames and as an educated elite, and this what it turns out from during their dress from yup appearing look decent and respectable before some people such as : friends men and girls and even their families and consulted for them during purchase. Understanding by fashion crosses about their individuality and freedom in a check and check their own tastes, than makes them more independence and increased pride and self-confidence and from through this catch the attention of others and admire them. And he what imposed by social reality from through values and standards which produced the society such as respect and appreciation which received by the individual from party of others, and translate sentences and proverbs popular, such as: cool snitch like wearing snitch admire people, "cool bread crusty nut on people wear".
2. Fashion has become on the style of fashion and appearance care has become a success on personal and social level in the same protect time for honor and last name than make this is the latter satisfied on modern dress offers financial help to get ali i feel the signs commercial and imported which sold at very high prices .
3. Fashion has become a means of social acceptance and integration with others. and he is what paid by a majority of individuals to me imitation of western countries and film and television stars from where uniform diffuse and he that walked era including dictated by fashion, values and standards social the other a t – published media than lead to me unification of clothing or appear the same the appearance shape, and sometimes other excellence about others whether in a the same community or for classes and classes other from community.
4. this integration has created a culture especially individuals are grounded on ideas and behavior of the data consumption for some materials especially of which dress up gesticulate hold it from codes and meanings translated by fashion and tags commercial which imposed by product and market which allows the creation of an individual identity especially their own they announce by their affiliations.



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