

# The Unique Formality in the Fabric Designs of the Iraqi Fashion House

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## Abstract

*This research addresses the topic of unique formality in the designs of the fashion house by employing symbols and colors in the elements executed on fashion fabrics for the Iraqi fashion house's runway shows, and the methods and techniques of their implementation, which distinguish the house from its counterparts. The research problem was identified through the following question: How can unique formality be achieved in the fabric designs of the Iraqi fashion house? The aim of the research was to study and analyze the concept of unique formality in the fabric designs of the Iraqi fashion house. The research discussed relevant literature, including the concept and importance of unique formality in fabrics, history and cultural heritage as sources for fashion design, and techniques for showcasing decorative designs in fashion fabrics. The research followed a descriptive analytical method, relying on theoretical framework indicators and expert opinions in analyzing sample models. The research concluded with several findings, the most significant of which are: the elements used greatly influence highlighting the unique formality of fashion fabric designs, and unique formality enhances the beauty and authenticity of fabric designs, reflecting cultural and heritage identity. The research also made several recommendations, the most important of which is to emphasize uniqueness in designs by matching the elements used with historical symbols, referencing original images in museums. Lastly, the research proposed further study on decorative display techniques for the Iraqi fashion house's designs.*

**Keywords:** Unique Formality, Fashion Fabrics, Iraqi Fashion House.

## INTRODUCTION

### Chapter One

#### Research Problem

The design of fashion fabrics is intrinsically linked to the formal and aesthetic relationships that express the unique ideas in the design process. Fashion fabric design is a significant aspect in determining artistic characteristics, influenced by the interactive relationship between the designer and the recipient, as well as its connection to society at large. The form and substance in fabric design reveal the extent to which each affects the other, with fashion fabric designs being influenced by and reacting to social and economic contexts, as well as technological advancements in the field.

The innovative designer operates based on their cultural and philosophical level, seeking new and creative methods and systems, while leveraging their environmental and civilizational surroundings. The designer strives to infuse a modern touch into their designs, ensuring continuity and renewed appearance in every era. Design integrates both functional and aesthetic necessities, aiming for a balance between them. In the absence of one of these essential aspects, the design fails to convey its meaning and loses its effectiveness in attracting the audience. Particularly, when the design is detached from the social reality and cultural heritage of society, or when it confines itself to a specific time without evolving in design and execution techniques, the absence of a common language leads to a disconnect between the designer and the audience.

Thus, the following question arises: How can unique formality be achieved in the fabric designs of the Iraqi fashion house?

#### Importance of the Research

This research contributes to the exploration and analysis of designs and formal patterns that express Iraqi culture and identity in fashion fabric design.

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The research can help preserve cultural heritage and enhance our understanding of the artistic and aesthetic manifestations of Iraqi civilizational heritage.

It provides a framework for designers and artists to explore and stimulate creativity and innovation in fabric designs.

The research aids in understanding unique formality and applying it correctly.

This research can bolster the economic sector related to fashion design in Iraq.

### **Research Objectives**

To study and analyze the concept of unique formality in the fabric designs of the Iraqi fashion house.

To understand the factors and variables that influence the achievement of unique formality in fashion fabric designs.

To enhance and develop the use of unique formality in the designs of the Iraqi fashion house.

### **Research Boundaries**

Subject Boundary: Unique formality in fabric designs within the outputs of the Iraqi fashion house.

Spatial Boundary: Fashion house shows within festivals across Iraq.

Temporal Boundary: Productions of the Iraqi fashion house from 2003 to 2018.

### **Definition of Terms**

Unique Formality

Linguistically: Uniqueness, as something that has no parallel. "To be unique" means not to be shared with others.

Terminologically: The principle of individuality (principium individuationis), describing how something is distinguished as unique and different from other things (Audi, 1999).

### **Form**

Linguistically: Form refers to the visible or apparent structure.

**Terminologically:** Defined as "the specific organization taken by the sensory medium of the artistic work, which evokes aesthetic responses in the recipient" (Mustafa, 2001).

### **Operational Definition**

Unique Formality: The use of distinct elements, shapes, and designs to impart uniqueness and distinctiveness to fashion fabric designs, aiming to highlight beauty and authenticity, and enhance cultural and heritage identity.

Iraqi Fashion House: Defined by the researcher as a public institution specializing in the design and production of clothing and fashion in Iraq. The Iraqi fashion house aims to develop unique and innovative designs to promote Iraqi cultural heritage and reflect its artistic and aesthetic expressions in the fashion industry.

## **CHAPTER TWO: THEORETICAL FRAMEWORK**

### **Concept of Unique Formality**

Unique formality refers to the distinctiveness in designs and forms utilized in traditional arts, crafts, and fashion design. It implies that the visual elements in designs are unconventional and non-repetitive, granting them a unique and distinguished character (Mehran, 2024).

Unique formality can manifest in the geometric shapes employed or in fashion fabric designs that express a particular culture or heritage. The aim is to make the product or design unique and one-of-a-kind, highlighting creativity and artistic excellence to the audience (Al-Taweel, 2018).

In design, unique formality involves striving to produce distinctive forms and designs that set the product or design work apart in the eyes of the audience. The goal is to give the product or artwork a unique character that attracts the recipient's attention.

When a design is unique, it can have a powerful impact on the audience. Unique formality is a key factor in drawing attention and conveying a strong message about the product or brand. This can be achieved by using familiar historical elements for the audience, through the use of diverse or patterned forms such as geometric shapes in fashion fabric designs, as illustrated in figure number (1) (Mansour, 2020).

However, it is essential to balance unique formality with the functionality and usability of the design. The design should be unconventional (Mohammad, 2024), but at the same time, it must meet the specific needs and requirements of the product or design work.



**Figure (1):** Fashion Show by Jean-Paul Gaultier for Spring/Summer 2007 "Madonna and Child" Dress in "Stained Glass" Design

### **Importance of Unique Formality in Fashion Fabric Design**

Unique formality in fashion design is a vital element that contributes to the beauty and authenticity of fabric designs. It involves applying artistic forms to design pieces and creating unique designs that derive aesthetic impact from social, geographical, economic, and cultural factors (Ibrahim, 2018). Unique formality also encompasses understanding all fundamental design elements and their structure, where each element—line, shape, etc.—carries its meaning and value.

Beyond aesthetic aspects, unique formality expresses cultural identity and historical heritage. Fashion fabric designs drawn from various heritages help preserve cultural traditions and civilization (Ibrahim, 2018).

Unique formality enhances innovation and creativity in fashion fabric design. It allows designers to use diverse design elements and shapes, showcasing their creative abilities and developing new, innovative designs. Unique and innovative designs can impart beauty and authenticity to fashion fabrics (Kandeer, 2018). This meets changing consumer expectations and provides an engaging experience for the design audience.

When fashion fabrics are uniquely designed, the products gain unique value and can capture the audience's attention, offering them an extraordinary feeling. Unique formality can also bolster the reputation of the design institution (Kelley, 2013).

Thus, unique formality is an essential part of the fabric design process, creating distinctive and beautiful visual experiences with artistic and cultural value (Alexander Osterwalder, 2015). Additionally, it fosters creativity and innovation in the fashion industry.

### **Civilizational History as a Source of Unique Formality in Fashion Design**

In designing heritage fashion fabrics, civilizational history plays a crucial role in imparting uniqueness and distinction to fabric designs. The details and elements of civilizational heritage provide a powerful source of inspiration for designers, enabling them to create fashion pieces that reflect a rich cultural heritage and a glorious history (Asfour, 2018).

"Delving into the depths of civilizational history is like a rich mine of creativity for designing unique heritage fashion. By drawing inspiration from the details and elements of ancient civilizations, one can impart an exceptional touch to fabrics and designs, giving them a distinctive character" (Khoqeer, 2021).

### **Inspiration from Traditional Designs**

Studying traditional designs and distinctive elements of heritage fashion fabrics from various cultures—such as ancient civilizations, Islamic civilizations, and Eastern and Western civilizations—provides inspiration for modern fashion fabric designs, as illustrated in figure number (2).



**Figure (2):** Dolce & Gabbana Alta Moda Collection Show in the Valley of the Temples in Sicily, 2019

### **Use of Traditional Colors**

Traditional colors are employed in fashion fabric design. Colors that express a particular heritage and symbolize its culture are chosen, adding allure and distinction to the attire.

### **Use of Traditional Techniques**

Traditional techniques are utilized in heritage fashion fabric design, such as hand embroidery, hand printing, and other traditional weaving methods. These techniques are used to impart an artistic and aesthetic touch to the fabric.

### **Preservation of Cultural Heritage**

By using traditional designs and techniques in heritage fashion fabric design, designers contribute to the preservation of cultural heritage and its transmission to future generations. This enhances awareness of cultural traditions and their values.

### **Formation of Cultural Identity**

Heritage attire is a significant part of the cultural identity of specific peoples. By wearing traditional fashion, individuals can express and reinforce their cultural identity. Fashion is not merely a product but an embodiment of individuals' identities and a means of expressing their belonging to a particular country (Wheeler, 2017).

### **Advantages of Drawing from Civilizational History in Fashion Design**

**Authenticity:** Returning to roots adds a touch of authenticity to fashion, making it more connected to identity and history.

**Diversity:** Civilizational history is rich in diverse patterns and colors, providing designers with ample space for creativity and innovation.

**Value:** Unique designs inspired by history add cultural value to fashion, making it more appealing to consumers.

**Narrative:** Fashion inspired by history tells the stories of past civilizations, enriching consumers' cultural experience (Khoqeer, 2021).

Using civilizational history in heritage fashion fabric design adds extra value to the work and helps keep cultural heritage alive and thriving in the world of fashion and design.

### **Impact of Culture and Heritage**

First and foremost, culture and heritage are integral parts of people's lives. Culture serves as a means of transmitting knowledge, values, and traditions from generation to generation, forming the foundation of cultural identity for communities. Local fabric designs reflect these values, traditions, and heritage through the patterns, colors, and symbols used.

Traditional fashion designs embody the heritage and culture of their people, reflecting deep stories and artistic expressions of their cultural and national identity. Traditional fabrics are an effective medium for expressing and enhancing cultural heritage, using symbols and traditional patterns that reflect the history and culture of the community. These fabrics are distinguished by their beautiful traditional colors, expressing beliefs, folk tales, and social traditions (Faraj, 2022).

Fabrics such as linen, silk, wool, and cotton inspire designers who draw from ancient civilizations like Assyrian, Sumerian, and Pharaonic cultures (Hadithi, 2021). They incorporate modern techniques to align with current fashion trends, giving the attire a unique blend of authenticity and modernity.

Unique formality in using historical symbols and motifs in fabric designs enhances national and cultural identity and helps preserve heritage (Al-Aql, 2013). The cultural and heritage influence on fabric designs gives them a distinctive character, embodying the spirit of Iraq and reflecting its rich heritage, while bolstering the cultural identity of Iraqi designers. These designs offer an opportunity to express local art and beauty through traditional colors, decorations, and forms (Khoqeer, 2021).

The impact of culture and heritage on Iraqi fashion fabric designs enhances Iraqi culture globally, reflecting the national cultural identity (Zubaidi, 2003). This contributes to promoting Iraqi culture and heritage on a global scale, forming an essential part of the distinctive identity of Iraqi designers.

Local fashion fabric designs also support the local economy by preserving traditional handcraft skills and achieving economic sustainability. They boost cultural tourism, deepen tourists' understanding of various cultures and arts, and support local fabric designs, promoting cultural heritage and giving value to handmade and artistic work, which needs preservation and promotion to maintain cultural diversity and reinforce the cultural identity of peoples.

### **Characteristics of Unique Formality in Fashion Fabric Designs**

Unique formality in fashion fabric designs relies on using distinct design elements and principles to create an unconventional pattern for the designer's attire. Some characteristics of unique formality include:

**Creativity and Innovation:** Unique formality depends on creativity and innovation in applying shapes and patterns in designs, aiming to generate new and unconventional ideas executed distinctively (Ibrahim, 2018).

**Artistic Expression:** Unique formality is a means of artistic expression, allowing designers to express their personal taste and individual vision through unique shapes and colors.

**Geometric Shapes:** Geometric shapes are a fundamental component of unique formality in fashion fabric designs, where different geometric shapes like lines, circles, rectangles, and triangles can be used to create unconventional compositions.

**Balance and Harmony:** Unique formality must achieve a balance and harmony between different design elements. Shapes and patterns should harmonize and be visually balanced.

**Visual Impact:** Unique formality aims to create a strong visual impact that captures the audience's attention. This is achieved by using innovative and unconventional patterns and interesting compositions (Enad, 2016).

**Colors:** Colors play a crucial role in unique formality, as they should be used intelligently to enhance and highlight the shapes and patterns beautifully.

**Innovative Thinking:** Innovative thinking is a fundamental element in design, contributing to the generation of new and creative ideas (Ibrahim, 2018).

**Form Synthesis:** This involves organizing and arranging design elements to achieve harmony and balance in the design (Enad, 2016).

**Renewal and Evolution:** Unique formality in fashion fabric design requires continuous renewal and evolution to keep pace with changing tastes and trends in fashion.

**Cultural and Social Influences:** Cultural and social factors can influence unique formality, as designs can reflect the cultural values and beliefs of the community (Al-Aql, 2013).

**Techniques and Materials:** The techniques and materials used in design can affect unique formality, providing opportunities for innovation and creative experimentation.

### **Techniques for Showcasing Decorative Designs in Fabrics**

There are numerous techniques for decorating fashion fabrics. Here are some common methods:

**Embroidery:** One of the oldest and most common methods for decorating fabrics, using colored threads to sew patterns and designs onto the fabric. It can be done manually or with embroidery machines.

**Screen Printing:** A popular method for applying graphics and designs to fabric, where a stencil of the desired design is created and ink is applied to the fabric through the printed screen.

**Digital Printing:** This uses special inks and printers to transfer images and designs directly onto fabrics, offering more precision and detail compared to screen printing (Sahab, 2021).

**Hand-Dyed Weaving:** Dyes and colors are used to paint and color fabrics manually, with brushes or other tools to create unique effects and designs.

**Bead Embellishment:** Beads add sparkle and visual impact to fabric, either sewn on or glued to create stunning patterns and designs.

**Crochet and Knitting:** These techniques create textured fabrics and interlocking patterns, combining different colors and patterns for striking effects (Sahab, 2021).

**Appliqué and Patches:** Decorated fabric pieces or patches are added to the fabric, either sewn or glued on to create unique designs.

**Hand Painting:** Colors, markers, and pens are used to paint and design directly on fabric, with various techniques like freehand or stencil painting.

**Laser Cutting:** Machines create designs and patterns by making small holes in the fabric, producing engraving effects or adding details (Al-Mashari, 2022).

**Rhinestones:** These add shine and glamour to fabric, either glued or sewn on to create attractive, shiny designs.

### **Impact of Unique Formality on Iraqi Fashion Houses**

Unique formality is crucial in defining the identity of Iraqi fashion houses, highlighting Iraq's cultural and artistic identity through unconventional and innovative designs. This uniqueness helps establish their position in the global fashion market.

#### **Key Traits of Unique Formality**

**Cultural and Heritage Identity Expression:** Iraqi fashion houses are significant in expressing the country's cultural and heritage identity, utilizing different design forms to tell the stories and heritage of Iraq, embodying its aesthetics through traditional designs, hand embroideries, and distinctive colors (Hadithi, 2021).

**Reviving Iraqi Heritage Through Fabrics:** Fashion plays a key role in the shows of Iraqi fashion houses, drawing inspiration from heritage, reflecting contemporary Iraqi art with complex geometric shapes, ancient symbols, mythical creatures, like the Babylonian lion, winged bull, cuneiform writing, and original Arabic calligraphy and decoration (Al-Amali, 2022).

#### **Folk Fashion as an Inspiration**

Traditional attire from various regions in Iraq, such as Baghdad, Basra, and Mosul, serves as a source of inspiration for fashion designs (Al-Naqeeb, 2019). These traditional patterns showcase the cultural diversity and artistic beauty of each area, enhancing the cultural identity of Iraqi fashion.

#### **Theoretical Framework Indicators**

**Unique Formality:** aims to achieve specificity in designs and shapes, bestowing a distinct and unique character on the product or design work through its forms, patterns, and details.

Unique Formality in fashion fabric design enhances beauty and authenticity, reflects cultural and heritage identity, fosters innovation and creativity, increases product value, and creates distinct and beautiful visual experiences in fashion and decor.

Historical Heritage grants uniqueness to traditional fashion design by drawing inspiration from traditional designs and elements, using traditional colors and techniques, preserving cultural heritage, and shaping cultural identity.

Iraqi Fashion Houses draw their designs from the heritage and artistic elements of Iraqi culture, utilizing traditional weaving patterns or drawings that express Iraq's rich heritage.

Textile and Weaving Industry is a crucial part of Iraqi heritage. Traditional weaving techniques are applied in creating fabrics for Iraqi fashion houses, adding an artistic and heritage touch to the designs.

Fashion Designs of Iraqi fashion houses are a means of expressing and defining Iraqi cultural identity. By using heritage elements in the attire, the designs highlight Iraqi culture and heritage, promoting national culture to the audience.

Techniques for Decorative Design in fashion fabrics include embroidery, screen printing, digital printing, hand-dyed weaving, bead embellishment, crochet and knitting, appliqué and patches, hand painting, laser cutting, and rhinestones.

Iraqi Fashion Houses are a crucial source for expressing the cultural and heritage identity of the country. Fashion inspired by Iraqi antiquities and sculptures contributes to reviving ancient Iraqi heritage.

Fashion Fabric Designs draw inspiration from the folk heritage of various regions in Iraq. Unique formality should support high-quality design to develop and enhance the house's status.

## **Chapter Three**

### **Research Procedures**

Methodology: Utilizing the descriptive-analytical method to analyze and interpret unique formality in the designs of Iraqi fashion house fabrics to achieve the research objectives.

Research Community: Targeting the designs of Iraqi fashion house fabrics through the house's showcase images, excluding repeated and unclear models, resulting in a research community consisting of 25 models.

Research Sample: Selecting a sample of designs purposefully, where three design models were chosen, representing 12% of the total designs.

Research Tool: Using an analysis form prepared based on the theoretical framework and specialized literature indicators, comprising multiple axes that contribute to achieving the research objectives.

Tool Validity: Presenting the tool to a committee of experts<sup>(1)</sup> and modifying it according to their feedback, achieving 100% agreement after modifications.

Tool Reliability: Presenting analysis models to design experts and agreeing on the analytical paragraphs with 95% agreement after necessary modifications.

## **Chapter Four**

### **Sample Model Analysis**

#### **Model Number (1)**

Type of Garment: Historical Dress

Decorative Techniques: Hand Drawing and Embroidery

Production Date: 2008

Designer: Shurooq Al-Khuzai





### General Description

This is one of the dresses showcased by the Iraqi Fashion House at the open-air stage of the Cairo Opera House in 2010. The design merges heritage and modernity. The dress features two fabrics: the first is crepe satin representing the body of the dress, and the second is semi-transparent tulle with wide mid-length sleeves that give it a majestic character. The symmetrical design maintains visual balance, and the round neckline adds a touch of elegance and simplicity. The floor-length hem conveys a sense of grandeur and sophistication.

The embellishment at the bottom of the dress, with ribbons attached around the hem, highlights attention to detail and enhances the aesthetic of the design. Inspiration drawn from the traditional Hashemite attire shows a respect for tradition with a modern twist expressing creativity in design.

The creativity in this design is evident through the harmonious and balanced integration of traditional and contemporary elements. It signifies a deep respect for tradition and culture while showcasing innovation and renewal in fashion design.

Finally, this dress exemplifies high craftsmanship and the ability to reinterpret traditional elements in a modern style, making it a unique piece that celebrates cultural and artistic heritage.

### Model Analysis

From the observed model, it is evident that the overall shape of the dress is inspired by the historical Ishtar Gate in the city of Babylon. The design features detailed decorations from the front and back. The design elements reflect the relief sculptures used in the Ishtar Gate, such as ceramic bricks, mythical creatures, and decorative stripes inspired by the Babylonian lotus flower. The back design features the Tree of Life. The entire dress is dominated by a turquoise-blue (azure) color, mimicking the glazed stones of the original gate. In the center front, there is an arched piece in brown, adorned with geometric embroidery in copper and framed by decorations inspired by the gate's motifs, representing the entrance gate.

The unique formality in this model is evident through a design that expresses Iraq's historical and cultural heritage. The designer successfully highlighted decorative designs by integrating multiple techniques such as hand painting and machine embroidery with golden threads, in addition to the ribbons at the hem, which added length and enhanced the identity of the garment represented by fringes, characteristic of ancient Iraqi attire.

### *The Unique Formality in the Fabric Designs of the Iraqi Fashion House*

Colors were used to fill decorative spaces and define shapes in the garment. These designs and embroideries reflect Iraq's history, culture, and heritage.

This model's unique formality in design and embroidery gives it a distinctive character. The unique formality reflects creativity and skill in designing various shapes. Besides the aesthetic aspects, the return to roots adds an element of authenticity to the design, enhancing its connection to identity and history.

#### **Model Number (2)**

**\*\*Type of Garment\*\*:** Folk Heritage Dress

**\*\*Decorative Techniques\*\*:** Hand Painting, Leather Embossing, and Embroidery

**\*\*Production Date\*\*:** 2009

**\*\*Designer\*\*:** Shurooq Al-Khuzai



#### **Model Description**

This dress is a masterpiece from the Iraqi Fashion House, embodying heritage and modernity simultaneously. Its floor-length design grants it a majestic and elegant appearance. The embellished upper part wrapping around the shoulder highlights high craftsmanship, giving the dress a regal character. The lower part of the dress, divided into three sections with slanted ends, creates a flowing visual effect that enhances its beauty. The interwoven sections add dimension and variety to the form, making the dress appear like a moving piece of art.

The fine fringe ribbon adorning the hem provides a refined and luxurious finishing touch, while the rectangular fringe-adorned piece attached to the arm offers a sense of uniqueness and innovation. The combination of burlap and sheer tulle fabrics gives the dress a varied texture, accentuating the rich brown color that covers most of the dress. The decorative panels add depth and intricate details, making the dress not just a wearable piece, but an artistic expression of high taste and unlimited creativity.

## Model Analysis

This design draws its primary inspiration from the rich Mesopotamian history, with the tiered layers of the dress reflecting the towering ziggurats of Ur and the famous spiral minaret of Samarra. The upper part of the dress is adorned with Islamic geometric patterns, executed in dense golden embroidery, giving the decoration a three-dimensional effect. The body of the dress is adorned with stunning heritage panels inspired by Yahya Al-Wasiti's illustrations in his manuscript, narrating the story of "Biyad and Riyad," executed in hand-painting style and harmonizing with deep blue, dark red, purple, white, and gold colors. The edges of the dress are enhanced with golden embroidery, adding a touch of opulence.

The arm-attached piece completes the look, supported by brown sheer tulle fabric framed with dark brown leather, adorned with embossed decorations and ending in longer fringes than those on the dress. The dress's hem is decorated with fringes, a characteristic of ancient Iraqi attire. The tiered and artistic design of the dress highlights its uniqueness and beauty, with the unique arm-attached piece giving the dress a distinctive overall appearance.

## Model Number (3)

**\*\*Type of Garment\*\*:** Traditional Abaya

**\*\*Decorative Techniques\*\*:** Embroidery and Hand Painting

**\*\*Production Date\*\*:** 2018

**\*\*Designer\*\*:** Saif Al-Abidi



## Model Description

The dress is one of the pieces presented by the Iraqi Fashion House, an asymmetrical abaya extending to the floor. It consists of three pieces. The first piece forms the upper part of the dress, a quarter-circle shape that attaches mostly to the arm, featuring a round neckline. The other side leaves the arm bare.

The second piece complements the first, with an angled cut wrapping around the body and attaching part of it to the wrist of the second arm, ending in a wavy finish. The last piece, in the lower part of the dress, flows from the dress lining, extending beneath the upper pieces and cascading to the floor. The designer used three types of fabrics: sheer tulle for shine and elegance, crepe satin, and georgette at the bottom to create a three-dimensional effect, adding volume and movement.

The dress's design is inspired by Islamic or Baghdadi abayas, evident in its asymmetrical shape and harmonious distribution of pieces on the body. The use of different fabrics adds contrast and enhances the artistic touch of the design. The combination of sheer tulle, crepe satin, and georgette creates a three-dimensional effect, adding volume and movement to the dress.

## **Model Analysis**

This is an artistic piece consisting of three distinctive sections. The upper section features Islamic geometric decorations, starting from the neck and extending outward in a circular pattern. This type of decoration, known as muqarnas, is often found in late Abbasid Islamic architecture, especially in entrances and arches. Other geometric patterns are interspersed with Islamic motifs or arabesques, all symmetrically repeated in three successive levels of varying sizes. These decorations fill the spaces between them with intricate Islamic motifs, executed through hand painting and embroidery.

The color scheme is harmoniously coordinated using a triad of colors: sky blue, dark blue, and two shades of brown. Touches of gold thread in the embroidery add a touch of elegance and distinction. The edges of the piece are intricately cut, with triangular ornament ends, adding an artistic detail to the dress.

The middle section of the dress is adorned with intertwined Arabic phrases and letters, resembling Diwani script in thick gold thread on a dark blue background. This embroidery was executed using mechanical embroidery. Colored scarf pieces in alternating sky blue, yellow, and brown are attached along the edges of the middle piece. The final piece is left unadorned, giving prominence to the upper and middle parts of the dress and creating a unique overall design.

In summary, this dress stands out with its meticulous artistic details, effective use of Islamic decorations, embroidery, and harmonious colors. It reflects uniqueness and authenticity, adding a unique elegance and appeal. The complex and rich design combines handcrafted artistry and mechanical techniques to create a complete artwork. The precise use of Islamic geometric decorations and harmonious colors, alongside the gold embroidery, gives the piece cultural and aesthetic depth, highlighting its distinctive originality in form. The distinct sections of the piece add texture and visual variety, making it a masterpiece that reflects Islamic heritage in a modern and elegant style.

## **RESULTS**

The designs of fabrics for the Iraqi Fashion House rely on a variety of techniques in manufacturing and design, such as hand embroidery, mechanical embroidery, and hand painting. This contributes to the uniqueness of the designs, as illustrated in models 1, 2, and 3.

The vocabulary used significantly impacts the unique shape of fabric designs, employing innovative techniques and drawing on forms and models rooted in the history and heritage of Iraqi civilization, such as Mesopotamian architecture, miniatures, Arabic calligraphy, and decorations, as shown in models 1, 2, and 3.

The fabric designs of the Iraqi Fashion House enhance Iraq's cultural and heritage identity. These designs express uniqueness and contribute to preserving the country's cultural heritage.

Innovation and creativity play a crucial role in the house's fabric designs, utilizing unconventional materials and forms, which enhances the distinctive appearance of the house's products.

The fabric designs of the Iraqi Fashion House facilitate cultural exchange between Iraq and other cultures by integrating traditional elements with modern ones, promoting understanding and cultural exchange.

Unique shapes enhance the beauty and authenticity of fabric designs, reflecting cultural and heritage identity, increasing product value, and creating distinctive and beautiful visual experiences in the fashion world.

Historical heritage grants traditional fashion designs a distinctive character, drawing inspiration from traditional designs and elements, and using traditional colors and techniques.

Iraqi fashion designs are known for their vibrant colors and beautiful patterns. Bright colors such as blue, red, green, and yellow are used, and the patterns are distinguished by intricate details and geometric shapes from decorations and Arabic calligraphy.

Iraqi fabric designs reflect a balance between past and present, drawing inspiration from Iraqi heritage and traditions and blending them with modern and contemporary elements.

The fabric designs of Iraqi fashion are part of Iraq's rich heritage and diverse culture. These designs carry stories and rich cultural heritage worthy of celebration and respect.

## **CONCLUSIONS**

The lexicon employed profoundly highlights the distinctive aesthetic of fabric designs. Innovative techniques and models inspired by the rich history and heritage of Iraqi civilization, such as Mesopotamian architecture, miniatures, Arabic calligraphy, and ornamentation, are utilized.

The fabric designs of the Iraqi fashion house significantly enhance Iraq's cultural and traditional identity. These designs express and help preserve the nation's cultural heritage.

Innovation and creativity play a pivotal role in the fabric designs of the fashion house. The use of unconventional materials and forms enhances the distinctive quality of the house's products.

The fabric designs facilitate cultural exchange between Iraq and other cultures by blending traditional elements with modern ones, thereby fostering mutual understanding and cultural dialogue.

The unique aesthetic enhances the beauty and authenticity of the fabric designs, reflecting cultural and traditional identity. It increases the value of the products and creates distinctive and beautiful visual experiences in the fashion world.

The rich historical legacy bestows a unique distinction upon traditional fabric designs. Inspirations are drawn from traditional designs and elements, utilizing classic colors and techniques.

The fashion designs of the Iraqi house are renowned for their vibrant colors and distinctive patterns.

## **Recommendations**

Produce garments that emulate authentic historical fashion, ensuring accuracy in the details of various eras.

Emphasize uniqueness in designs by matching utilized elements with historical symbols, referencing original images in museums.

Develop the fashion designs of the Iraqi fashion house by integrating traditional elements with contemporary ones.

Support creative individuals and designers in inventing new techniques and forms for fashion, using unconventional materials and techniques to enhance appeal.

Promote Iraqi fabrics and designs in local and international markets.

Encourage collaboration with local artisans in fashion and embroidery to enhance Iraq's cultural identity and heritage.

Raise awareness of Iraq's cultural heritage and traditions through designs.

## **Suggestions**

Study the methods of decorative display in the designs of the Iraqi fashion house.

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