

Revival of Hejaz Tribal Embroidery Using Digital Design Technology

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The *concept* was to infuse a contemporary professional academic work ensemble with design elements from traditional dress design and embroidery from the Hejaz region in Western Saudi Arabia. Previous research described a *context* in which design elements from Saudi ethnic dress were limited to heritage or cultural folklore, separate from every day or professional dress (Meimany, 1996; Maglan, 2007; Shata, 2007).

This research used a collaborative design approach, involving co-designers and/or end-users in the design process (Binder, Brandt, & Gregory, 2008) to better ensure that the designs met the functional, aesthetic, and expressive needs of the user. The *purpose* was to create an ensemble of professional dress for a Saudi female academic based on preferences using the FEA consumer needs model (Lamb & Kallal, 1992).



This design is one in a collection of nine ensembles created in this study. Data collection occurred in two phases. In the first phase, illustrations of the ensembles were evaluated by each

of the Saudi academic participants using a questionnaire with Likert-style items. Participant feedback was incorporated into the final designs. The collection of completed garments was shown in Saudi Arabia to focus groups of study participants during the second phase of data collection. Qualitative data analysis of the focus group evaluations is ongoing.

In the *design process*, traditional embroidery patterns were interpreted into digital design motifs for the textiles created using Lectra software and printed using digital technology. In addition the garment patterns were developed using Lectra Modaris software. The intent was to create ethnic-inspired dress to be worn by Saudi academics as everyday workplace attire. The goal was to achieve apparel that was practical, comfortable, and more expressive of Saudi aesthetic and cultural identity than Western clothing currently worn by subjects in the study.

The *contribution* of this research has potential to provide greater understanding of the ethnic culture of the western province in Saudi Arabia for Western scholars. Moreover, in Saudi Arabia it may provide potential small business opportunities for Saudi women who are trained to work in the apparel industry.

This design was completed in February 2015, and conforms to an industry size 4.

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