

THE ROLE OF FASHION DESIGNERS IN CULTURAL INTERACTION AND CULTURAL CONTRAST

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ABSTRACT

Garment is a symbol of human dignity, nation or a country that presents social behaviors and cultures of a society. There some effective factors in garment formation such as religion, natural factors, geographical situations, cultures and social dignity. The role of fashion designers is considerable in culture of the society. Fashion designers will be positive cultural factors in a society if they design clothes based on the culture of that society otherwise their designs are against the culture and will bring anomalies in community. Designing based on the society culture is the main duty of designers and they should be familiar with the culture of society to discover those matters that are against the culture of that society. Cultural interactions and contrasts of Iran include appropriate veil (hijab) and traditional clothes considered in this paper. Library studies have been applied in this study to evaluate the role of fashion designers in cultural interactions in order to find the influence way into culture of a society through directing the methods of cloth designing. A society without fashion designers and clothes designers will have young people who like modern tendencies of foreign fashions in order to show themselves. Therefore, a fake fashion will be created that is against the culture and wearing style of such society.

Keywords: *Cultural Interaction, Cultural Contrast, Clothes Design*

INTRODUCTION

There is a strong relationship between clothes and culture so that clothes are the first sign introducing a stranger or foreigner person. It seems that people are speaking with each other through their clothes and people introduce themselves through the language of their clothes. Who am I? Where I Came? Which culture or world I am belonged? Wearing clothes is a human dignity and phenomenon with a long history of human existence and an extent of today geographical arena. This phenomenon is in relation with individual and social characteristics of human that is analyzed based on the different views such as psychology, ethics, economics, sociology, religion, law, history and geography. Three needs of human are met at least with clothes. Clothes would protect human from cold, hot, snow and rain, would help him or her to keep prudency and modesty and finally would donate beauty and dignity to human. The clothes of human is defined as his home.

Culture Definition

One of the important definitions of culture is definition of Tyler. Although there are critics to definition of Tyler, it usually is reference in more books and studies. According to Tyler, culture is a complex collection which includes knowledge, belief, art, crafts, morals, laws, customs, and finally all the habits and rules that the individual member of society learn from their community and the community has the tasks and commitments for it (Rooholamini, 1989). Another definition is the definition of Gi Roshe. For him, culture is an interconnected collection of thoughts and feelings and actions more or less clear that most groups have agreed to, for people form a clear group, it is necessary to be observed a certain collection of interconnected, objective and symbolically (Rooholamini, 1989). According to Clark Wissler, all social realities with their extensive meaning like language, marital, ownership system, ethics, crafts and art are included in culture. Samuel King thinks that culture is a collection of human efforts to coordinate with environment and life issues (Mohseni, 1995).

Samuel Barons considers culture as a collection to correct life issues based on the beliefs enhanced in accordance with efforts of a determined group in order to overcome external issues to achieve internal unanimity. According to Jean-François Lyotard, culture is a field to develop, transform and conflict

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(Goharipoor, 2009). Society culture includes thoughts, beliefs, expectations, skills, tools, relevant issues to beauty and art works, traditions and customs and institutions in which, people are born and grown (Shariatmadari, 2001).

Relationship between Culture and Clothes Design

Fashion is a French word that means temporary method and changing manner based on the specific circumstances (Elahi, 2005). Fashion is not just related to clothing in spite of its extensive application in this field but it exists in all life issues, life styles and types of people manner. The process of clothes design can be divided into general parts of investigations and receiving information, definition of concept, generation of ideas and designing. In receiving information and investigations, it would be necessary to identify indigenous identity in order to recognize conditions and determine the proper strategy for the environment (Moghbeli & Ghamari, 2013).

Clothes Design in Cultural Interaction and Contrast

The official history of clothes design goes back to early 19th century when designers were designing clothes for aristocratic ceremonies. At first, wealthy people were able to pay these costs to designers. Charles Frederick Worth founded the first fashion house in Paris and astonished people with his designs. Nowadays, clothes design is done in two methods. The first method is called Haute Couture in which, clothes are designed based on the request and opinion of the customer about the clothes' pattern. On the other hand, pre-prepared clothes that are produced for all persons are used in second method. Accordingly, customer can select the best and appropriate clothe among different designs that suit with her or his personality (Adavoodi, 2013).

Cultural Interaction and Contrast towards Wearing in Iran

If the fashion consciously or unconsciously is related to the intellectual bases and statements of another society then it will be considered as a fake and imitative action. Iran has different types of cultures in it with various types of clothes showing the world that we are Iranian and Muslims. All types of clothes such as Qashqai, Bandari, Turkoman, Khorasani, Kurdish, Baluchi, etc. include Iranian originality. We should be against all unveiling (un-Islamic dress) coming from west in order to protect our culture and Iranian traditional wearing style (Tavana, 2013). Although we are not able to enter to some places such as universities or work with our traditional wearing, but we can think of some strategies in order not to forget them.

CONCLUSION

The more a country is powerful, attractive and beautiful in cultural field, the more success will be gained in this field. For instance, we can show our cultural symbol as a global symbol if we can present the beauty, power, skill and wisdom of our prides or if we can make fame of our women hijab or traditional clothes all around the world so that people of other countries try to be like us or to wear our clothes. Therefore, it could be stated that strategy of reducing cultural influence is not related to the limitation of cultural field but it would be important to appear in a powerful, attractive and beautiful in symbolic field and this issue would be possible through increasing intellectual and material ability of the society. Acceptance of competition is a necessary factor to provoke cultural productions. We should be aware that monopolistic market is not able to produce an excellent product. Undoubtedly, it would be helpful to support designers, modelers and creators of models and cultural symbols in this context.

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