

Clothing visual communication in printed fashion designs with it's nonverbal message

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Abstract:

Clothing is a language of nonverbal communication that through its symbols conveys much about the wearer to the viewer. Before people speak to one another, their clothing makes a statement that expresses their sex, age, class, occupation, and personality, as well as what they are or what they want to be. Clothing not only shows our appearance, but also represents our interior world. In general a person creates their individuality through appearance. Clothing could help a person to achieve a defined goal. Clothing is a specific manifestation of person's identity and society, individual and collective. The clothes you choose to wear might be affecting not only how others see you but also the way you feel. There is a growing interest in examining the possible relationship between what we wear and our emotional states.

The research suggests three main fields in which clothing communication plays great role in sending specific powerful messages and focuses on it's great influences upon others. Political field , Art and Dramatic field , Social life Field .

Research found several important relationships between design and color preferences and personality and occupational interests, and concluded that people select fabrics with shapes and colors to help them conform to their image of the ideal self.

The research has been divided into parts, beginning with the introduction, problem, goals, importance, assumptions and methodology, then the theoretical framework includes The importance of Choosing Clothes

Clothing language, Clothing and non-verbal communication

Fields of using clothing communication and it's nonverbal messages , Personality correlations with types of clothing, Choosing the Right Prints for Personality, Color Psychology, Statistical Analysis, , then Results , And Recommends

Key words:

Clothing communication , fashion designs, nonverbal message

المخلص:

الملابس لغة ، اتصال غير لفظي ينقل من خلال رموزها الكثير عن مرتديها إلى المشاهد. قبل أن يتحدث الناس مع بعضهم البعض ، فإن ملابسهم تدلي ببيان يعبر عن جنسهم وعمرهم وطبقتهم ومهنتهم وأصلهم وشخصيتهم و حالاتهم الاجتماعية ، وكذلك ما هم عليه أو ما يريدون أن يكونوا في لحظة معينة. فالملابس لا تظهر فقط مظهرنا ، ولكنها تمثل أيضاً عالمنا الداخلي. بشكل عام ، يخلق الشخص شخصيته الفردية من خلال المظهر. يمكن أن تساعد الملابس الشخص على تحقيق

المؤتمر الدولي الحادى عشر - التحديات الحضارية في ظل الألفية الثالثة (تراث - تكنولوجيا - تصميم)

هدف محدد. الملابس مظهر محدد لهوية الفرد والمجتمع ، الفردي والجماعي. قد لا تؤثر الملابس التي تختار ارتدائها على كيفية رؤيتك للآخرين فحسب ، بل تؤثر أيضًا على الطريقة التي تشعر بها. هناك اهتمام متزايد بفحص العلاقة المحتملة بين ما نرتديه وحالاتنا العاطفية حيث ان الشكل و اللون يؤثر بشكل كبير علي شعورنا الداخلي و الاحساس بالذات. يقترح البحث ثلاثة مجالات رئيسية يلعب فيها اتصال الملابس دورًا كبيرًا في إرسال رسائل قوية محددة ويركز على تأثيره الكبير على الآخرين. المجال السياسي ، المجال الفني والدرامي ، مجال الحياة الاجتماعية. ووضحت عديد من الأبحاث ان هناك علاقات مهمة بين تفضيلات الشكل واللون والشخصية والاهتمامات المهنية ، وخلصت إلى أن الناس يختارون الأقمشة ذات الأشكال والألوان لمساعدتهم على التوافق مع صورتهم و التعبير عن شخصيتهم بشكل مناسب.

تم تقسيم البحث إلى أجزاء تبدأ بالمقدمة والمشكلة والأهداف والأهمية والفروض والمنهجية ، ثم يتضمن الإطار النظري : أهمية اختيار الملابس , لغة الملابس , مجالات استخدام اتصالات الملابس ورسائلها غير اللفظية ، والارتباطات الشخصية مع أنواع الملابس ، واختيار الطباعات الفنية الصحيحة للشخصية ، وعلم نفس اللون ، والتحليل الإحصائي ، ثم النتائج ، والتوصيات .

الكلمات المفتاحية:

التواصل البصري للملابس ، تصميمات الأزياء ، الرسائل غير اللفظية

Introduction:

The identity of a person can be determined by the clothes he wears. Clothes indicate a lot of information related to a person's identity, Clothes help to identify the psychological state of a person. A person suffering from depression or sadness does not pay attention to his personal appearance. Bright colors and bold designs indicate a sense of happiness, and bright clothes give the soul joy and pleasure upon seeing it. The colors of clothing in some societies have special and different meanings, Through clothing, a person can make his first step in non-verbal communication towards the world. Clothing not only shows our appearance, but also represents our interior world. We attract attention with the help of our clothing. With apparel, we communicate with others, express acceptance or rejection. Clothing can be interpreted as a transmission of information between a carrier and recipient through symbolic messages clothing could help a person to achieve a defined goal. Clothing is a specific manifestation of person's identity and society, individual and collective, and the identification of an individual or group(4) Clothing is a language, a nonverbal system of communication that through its symbols conveys much about the wearer to the viewer. A business person is recognized in a well tailored suit(18)

Research problem :

We can focus the research problem in three questions :

- 1-How can printed fashion designs become a visual communication tool ?
- 2-How can the duality of shape and color be able to send nonverbal messages ?
- 3-What are the different fields that can use clothes to send messages?

Research Importance :

- 1- Clothes are characterized by their high ability to make eye contact quickly and effectively.
- 2- Clothing is one of the most important tools that express human identity in terms of the social, economic, cultural and educational level.
- 3- The duality of shape and color is one of the most important elements to send many non-verbal messages expressing the nature and identity of the human being at first sight.
- 4- The ability of clothing to have a direct impact on the recipient

Research Aims :

- 1- Studying the non-verbal role of clothing and its ability to produce desired responses.
- 2- Clarify how to send non-verbal messages through clothes in social life and measure the extent of their impact.
- 3- Recognize the psychological role of clothing and its' effects.
- 4- An analytical study of the different fields that use clothing as a visual communication tool.
- 5- Develop a vision for making an electronic platform (Facebook page) for clothes planner (Fitting Planner) that guides the user on how to use clothes in the appropriate shape and color on different occasions and create the desired effects.

Research Hypotheses: The research assumes that:

- 1- Studying the importance of visual communication clothing and its role in non-verbal messages effectively helps to appear appropriately in different occasions.
- 2- Technical analysis of the different fields that use non-verbal communication of clothing helps to use the culture of clothing and how to use it appropriately.
- 3- Focusing on the psychological role of color and shape of clothing leads to improving the psychological state and good thinking.
- 4- Develop a vision for making an electronic platform (clothing and appearance) that helps users how to choose the right clothes, as well as to enhance the general taste.

Research Methodology :

- 1-Descriptive approach:** a complete description of the different types of clothing and their non-verbal role in sending messages
- 2- Analytical approach:** Technical analysis of the different fields that use clothing as a visual communication tool.
- 3- Experimental approach :** making a conception of an electronic platform of the clothes scheme to help in choosing the right clothes and raising the general taste.
- 4- The statistical approach:** It includes an opinion poll targeting the general audience to measure the public's knowledge of the non-verbal role of clothing, as well as the importance of having platform that aims to provide information and cultural inculcation of good appearance and its importance

Research limits :

1- Temporal limits : Includes the history of using clothing as a visual communication tool and sending nonverbal messages

2- Spatial boundaries: includes apply research results within the Arab Republic of Egypt

3- Objective limits:

- Clothing and non-verbal communication
- Fields of using clothing communication and it's nonverbal messages
- Textile printing and personality (shapes and colors)

Theoretical Frame :**Firstly: Clothing and non-verbal communication****1-1-The nature of the Clothing:**

clothing are everything that is worn and that will cover and protect the body from heat and cold. Fabrics are woven and sewn, or shaped into clothes like skirts, shirts, trousers ,coats, gloves, sweaters, swimwear, socks, In addition to the colors and shapes of clothes that give an impression of the wearer, some clothes have a role in changing the shape of the body, (19)

Throughout history, most people have worn clothes for adornment rather than covering their bodies. In most cases, the clothes give some information about the wearer, including his economic status, what social class he belongs to and what profession he belongs to.(20)

1-2-The importance of Choosing Clothes:

The Art of Choosing Clothes are one of the most important basics that people are concerned with carefully choosing, as they reflect the beauty of their outward appearance, and at the same time express their tastes, and directly affect their self-confidence.

Clothes properly must be appropriate for the person's chronological age, culture, and traditions, and the environment in which he lives, (21)

The formation of clothing medium is the result of combined action of the society, history, politics and culture.(22)

the clothes we wear send powerful signals to our peers and strangers, projecting self-image of us that we display. Dress plays an important role in identifying status and identity of the wearer. Dress functions as an important and necessary tool that interface our bodies with collective affinities. (15)

1-3-Clothing language

Clothing is a language, that conveys much about the wearer to the viewer. Before people speak to one another, their clothing makes a statement that expresses their personality . Social messages sent by clothing, accessories, and decorations can involve social status, occupation, ethnic and religious affiliation, marital status, Humans must know the code in order to recognize the message transmitted. If different groups read the same item of clothing or decoration with different meanings, the wearer may provoke unanticipated responses.(23) Clothing is a very influential tool in the fashion industry, a tool that helps project a self-image that you want to display. It's a wordless means to communicate a powerful message to those around you. (25)

clothing culture can carry rich information and has various communication means and the significance of communication can be interpreted from different perspectives(22) Body holds significant meaning to the people as individual and as group members.(7) Body image is a personal characteristic that impacts people appearance, feelings of worth, shopping practices and social interaction.(10)

The kind of dress made by individuals is influenced by many essential elements ranging from cultural, social and economic conditions (13)

1-4-Clothing and non-verbal communication :

Non-verbal communication can be just as powerful as verbal communication. Our clothing choices are no different. we consciously think about it as we're getting dressed in the morning, what we're wearing is sending a message.(26) We attract attention with the help of our clothing. we communicate with others, express acceptance or rejection, or collective attitudes in relation to understanding something that is likeable, sociable, moral etc .Messages and information about ourselves are visually sent and received. clothing can be used as a mediator between person and his environment. clothing could help a person to achieve a defined goal. (4).Fashion communication refers to the way in which we discuss and share ideas about fashion.(27)

1-5-Dress Appearance and first impressions:

Personal appearance aids to communicate your ideas. Your outward appearance sends messages to the audience that you are ready, neat, well groomed, and conscious of your image. The old advice to dress for the job you want, not the job you have, many studies show that the clothes you wear can affect your mental and physical performance.(28) First impressions of a speaker are important. Considering the effect that dress and posture have on the response to a speech is important for public speaking.(29) First impressions count on dressing appropriately for the occasion and using an open posture can improve the visual delivery of a speech. helps to send a visual message.(30)

1-6-Dress code:

Dress codes are symbolic indications, including **social class**, **cultural identity**, **attitude** towards comfort .Dress codes are written and, unwritten rules. with regard to clothing. clothing has a social significance ,.Dress codes have built-in rules about the message sent by what a person wears and how they wear it. By showing positive aspects of yourself through dress, attire and grooming, you can inspire confidence in your abilities. (31).

In the world of communications, how we dress ourselves is no different. Through our clothing choices of dresses, we send out a unique message about how we want to be perceived each day.(32)

Clothing speaks for us before we open our mouths to say anything, which is why having clothing that falls in line with truly reflects your personality is important.(33)

1-7-knowledge and nonverbal clothing

clothes are the only visible clues to our personalities. Our mode of dress may also reveal anger, aggressiveness, uncertainty or depression.

knowledge of nonverbal clothing clues will be useful in interacting with them. By emphasizing the positive aspects of yourself through your dress and grooming, you can inspire confidence in your abilities and judgment, as well as lift your self-esteem. In essence, your clothing can be a self-fulfilling self-portrait.(34)

Secondly :Fields of using clothing communication and it's nonverbal messages :

The research suggests three main fields in which clothing communication plays great role in sending specific powerful messages and focuses on it's great influences upon others .

2-1 Political field

The uniform and its details often carry “silent” diplomatic messages to some of the presidents and senior officials on our regional and global scale. as it is An integral part of their image and greatly expresses their personality.(35)

2-1-1-US President Joe Biden and his wife :



Figure (1) Joe Biden wife

Since the first day of Joe Biden's inauguration as the official president the first lady, Jill Biden, chose a white cashmere coat printed with dazzling flowers, which symbolizes “federal flowers from every state and territory in the United States of America that convey many strong messages, and express lofty and purposeful meanings. (36)

2-1-2-Melania Trump, wife of the previous US President :



Figure (2) Melania Trump in Britain

During her official visit to Britain in 2019, Mrs. Melina Trump was keen to choose a dress with printed designs inspired by the most famous landmarks in Britain, such as Big Ben and the famous London bus.



Figure (3) Melania Trump controversy jacket

Melania Trump sparked controversy when she wore a jacket printed by saying **"I really don't care, do u?"** People called the message on Melania's jacket insensitive, Melania later said that the jacket was **"kind of a message."**

2-1-3-Queen Elizabeth II:



Figure (4) Queen Elizabeth monochrome outfits

Queen Elizabeth loves to wear monochrome outfits, so that the public can see her easily, Queen Elizabeth II usually appears in bright, vibrant clothes.(12)

Although the Queen of England respects the laws, she uses her costumes to express her views and political opinions, but secretly and indirectly.

"What she can't say in public, **she says privately with her clothes.**"



Figure (5) Queen Elizabeth opened Parliament

After the controversial Brexit referendum, Queen Elizabeth II opened Parliament in a blue coat and yellow and blue printed floral dress with a matching hat that boasted yellow flowers. Many suspect that her choice to wear the colors of the EU flag, suggested that she disapproved of the ultimate decision. Queen Elizabeth sent a hidden message to the citizens, in support of the European Union and its integration, by wearing a royal blue dress, and placed on it a sapphire brooch, which resembles the 12 stars on the flag of the European Union.(37)



Figure (6) Queen Elizabeth and COVID-19

During Queen Elizabeth's COVID-19 address to the nation, she chose an **emerald green dress** . The green tone was likely chosen to symbolize growth and renewal, (38) The green symbolizes love, "the color of balance", as it enters the eye quietly without the need for effort, and therefore it is a comfortable color.(39)

clothing and accessories :

accessories are the articles that we select to adorn our clothing that help convey strong messages **through nonverbal communication**. without the subject speaking a word .(40)

2-1-4-Former Secretary of US state Madeleine Albright:



Figure (7) Albright and diplomatic pins

Former Secretary of State Madeleine Albright used brooches to reflect the state of diplomatic relations . Albright wore a wasp brooch when she wanted to do "a little stinging and deliver a tough message," and chose crab- and turtle-shaped pins when diplomatic relations were moving slowly (1).

2-2- the field of Art and Drama:

We can describe costumes as a dramaturgy of visuals. a designer creates clothes focusing on the character. The designer builds his visual identity, garments, accessories, hair and mask by impressions or imputes about a character in a book.(2)Costume before each word highlights the time, space, place of event, gender, age, character and function of the role.(11) Details of the costume are not random; neither are the color, fabric or any other supplement. Every detail has its place and function in order to complete the picture. (16) In that way, costumes convey one of the key elements that are needed for successful communication between an actor and an audience(6)

2-2-1-As Dramatic Symbols: I will not live in my father's robe



Figure (8) Dramatic Symbol

using the term robe as a symbol to express the rejection of working with his father in the same field and wants to find an independent .

:2-2-2- white in white



Figure (9) Dramatic Symbol

A philosophical framework ,in the series as when a person is born, he is placed in white clothes, and when he dies, he is also placed inside white fabrics. Can a person preserve this white color and the state of purity throughout life .

2-2-3-Featuring The Character : In Changing Social and Economical level

I will not live in my father's robe



Figure (10) Featuring The Character

In this series, clothes were used to express the economic and social status of the character from extreme poverty to great wealth

2-2-4-Specific period : Abdeen Palace



Figure (11) Specific period

In this series, clothes were used to express the era's characteristics of precision, sophistication and luxury in choosing clothes

2-2-5-Chronological state : Zat Series

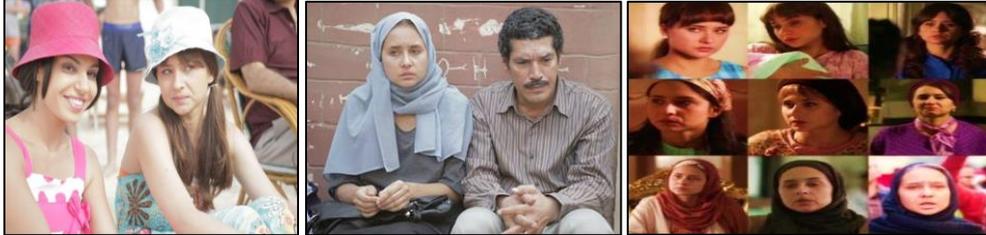


Figure (12) Chronological state

In this series, clothes were used to express the temporal development of the character and the changes of social conditions with the change of time

2-3-Social life Field

In our social life clothes play great role in our life as it can shape personality , changing mood ,feel free and relax (41) Clothing, an important aspect of nonverbal behavior, serves a wide variety of communicative functions.(14)

Research found that working women high in clothing awareness were of an upper social class, attained a higher level of education,(5)

Research found several important relationships between design and color preferences and personality and occupational interests, and concluded that people select fabrics with shapes and colors to help them conform to their image of the ideal self.(41)

Researchers have identified a series of psychological changes that occur when we wear certain clothes.(43) Science says that the clothes we wear affect our behavior, attitudes, personality, mood, confidence, and even the way we interact with others. This is “Enclothed Cognition”(44)

2-3-1-Enclothed Cognition :

“enclothed cognition” describes the systematic influence that clothes have on the wearer's psychological processes. the symbolic meaning of the clothes *and* the physical experience of wearing them.(45) Clothes affect our behavior and our moods ,We consider some clothes to be powerful, some to be fun. It would seem that we also evaluate ourselves and our roles based on what we are wearing at a particular time .

2-3-2-Personality correlations with types of clothing :

Suited up = power up



Figure (13) formal wear

wearing formal office wear and structured clothes **puts us in the right frame of mind** to conduct business. Wearing power clothing makes us feel more confident and even increases hormones needed for displaying dominance. This in turn helps us become better negotiators and abstract thinkers.

Casual wear



Figure (14) Casual wear

a casual and relaxed dress code at work **helps become more friendly** and creative , Wearing casual clothes can make you, personable, and creative. to innovate and brainstorm with a team .

High-End Fabrics branded clothes



Figure (15) High-End branded clothes

People who are image-conscious and want to demonstrate their social class are more into wearing high-end clothes that come with big price tags. They are unknowingly competing with people in higher status than them.

Loose Clothing:



Figure (16) Loose Clothing

People who wear loose-fit clothing are often more liberal thinkers, less conservative, and think about comfort. Wearing loose clothing is not boring(46)

Tight Clothing



Figure (17) Tight Clothing

wearing tight-fitting outfits, you are more conservative and tend to overthink. You try to fit into the norms of society and do not look out through your perspective. You somehow fear to explore newness and changes.(47)

Thirdly :Textile printing and personality (shapes and colors):

There is a great relationship between prints and personality as every print has its own personality which affects the wearer personality and easily human personality can be changed by changing print personality type .

Prints, more than any other aspect of style and clothing choices, are based on personality ,but if you don't know how your personality influences your style choices, you'll still make shopping mistakes, As Soft textures in attire tend to invite human contact and closeness, while crisp textures may indicated that a person wants to be regarded as efficient. Lines of clothing, whether they are strict or flowing, can provide some indication of how rigid one's personality is.

3-1-Lines:



Figure (18) printed line Clothes

horizontal lines convey quiet, repose, rest, passivity, calmness and serenity in garment.

vertical lines suggest firmness, stability and strength in garment.

diagonal lines seem unstable, busy, active, dynamic, restless and dramatic.

The most effective aspect of **line** is its direction because it leads the eye over the design , - emphasizes the body , -creates dominant illusions in dress ,expresses different moods and emotions as follows: The power of a mood depends on how **line** aspects are used. The communicative powers of **line** can be used to emphasize a message; a thick, solid, even and continuous **line** creates necessary impact and urgency. Numerous combinations of the aspects of **line** can occur and every distinction will make the entirely diverse effect. For example, by using a wavy and solid **line** of varied thickness, sharpness, and consistency, different psychological effects can be created in garments (48)

3-2-Dotes



Figure (19) printed Dotes Clothes

Polka-dots personality is probably just as lively and energetic as the playful print. Those who prefer polka dots have also been identified as hardworking and multi-taskers.

love of dots is linked to the amygdala in our brains, proving a scientific reason why we're drawn towards the shape. polka dots do double duty, mixing play with abundance, two things that are proven to bring joy.

polka dots can be used even in neutral colors, like black, white, and grey(49).

3-3-Define your personality through the style

Studies conducted have proved that the choice of clothes you wear can shed light on your personality ,your regular clothing choice is a personal expression of who you are. From laid-back floral to strictly plain, each pattern of your clothes says something about you. Designs we are most attracted to may, in fact, be closely linked to some of our best qualities

There are seven unique personal styles that your clothes define you. These 7 main types of stylistic expressions and almost every one of them falls into a mix of two types and one of them dominates. In fact, there may even be a third type.

3-4-Choosing the Right Prints for Personality :

One of the most important and integral parts of choosing prints and patterns is to make sure that the print is one you love without understanding the impact of your personality, you can't make great clothing choices ,

There are seven types of print personality which directly affect human personality. (50)



Figure (20) Personality of prints

3-4-1-Classic Prints



Figure (21) Classic Prints

Print personality	fine vertical stripes, small polka dots black, white, navy, red, blue colors , repeated straight-line geometrics
Human Personality	conventional, conservative, mature, reliable, trustworthy, safe, secure dependable and practical.

3-4-2-Rebellious Prints



Figure (22) Rebellious Prints

Print personality	Graphics , Skulls, Tattoo, Animal prints – snake and leopard, Slogans
Human Personality	risk taker, and being more dangerous. Think edgy, unconventional and anti- establishment

3-4-3-Relaxed Prints



Figure (23) Relaxed Prints

Print personality	earth tones, soft sage green, caramel, rust, oatmeal , down-to-earth
Human Personality	natural, unpretentious, easy-going personality, approachable

3-4-4-Creative Prints



Figure (24) Creative Prints

Print personality	Abstract prints, digital prints Water color /painted tie-dye ,Wearable art ,culturally inspired
Human Personality	innovative, individual, edgy, , eclectic more artistic, more different, think outside of the box, , imaginative and free

3-4-5-Feminine Prints :



Figure (25) Feminine Prints

Print personality	nature based, florals, butterflies , delicate curvy ,prints and patterns Dots and Smaller Spots
Human Personality	unambitious, caring, nurturing, gentle, romantic , warmth, and compassion , soft-spoken .feminine to the core. outgoing and friendly. The pattern is popular for dresses

3-4-6-Elegant prints :



Figure (26) Elegant prints

Print personality	more ordered print ,straight and curved lines .Geometric and smaller repeating patterns ,Ordered prints Stylised prints
Human Personality	confidence, flawlessness, punctuality, outstanding, kindness and always polished, restrained and respectful , often high-ranking, public positions ,

3-4-7-Dramatic prints :



Figure (27) Dramatic prints

Print personality	big bold patterns, large scale, animal print, leopard, snake, zebra , high contrast.bold colours, exotic shapes and prints , unusual shapes
Human Personality	dynamic, forceful, confident, exciting , Think bold and brilliant, think dynamic. likes to be the star, to be seen, independence and confidence. steady, bold, urban, powerful.

3-5-Colors:

Color is all around us from the time we were born and it is affecting our everyday life in many ways. By becoming aware of the power of color and its effects on our emotions, we can learn how to make positive changes in our lives. The color of your cloths reflects your personality, and influences your mood, Color is a language and it is one of the most fulfilling elements in our lives..(51)The effects of color on life must have been of great significance to early human beings, whose very existence was governed by light and darkness. Most living things appear to be vitalized by the bright reds, oranges, and yellows of daylight and calmed and rejuvenated by the blues, indigos, (8)

Some colors have positive effects and others have negative effects on people

Colors, like melodies, raise the spirit, nourish the nerves and relax the senses, and colors have a great role in medicine, art and philosophy, and their impact on the mind and soul is one of the important factors in our artistic and social life.(52)

Color can play an important role in conveying information **nonverbally**, creating certain moods, and even influencing the decisions people make. Given that 90% of snap judgments are influenced by the psychological effects of color alone, it's important to know what colors mean and what responses they can elicit. You can then choose the look you want to present, both personally and professionally, to get the results you want (53).

3-5-1-Color Psychology

In its simplest terms, color psychology has become a popular area of color theory that assigns emotional and psychological connotations between colors and emotions. Many of these meanings are universal because they have an effect on the brain but some are only cultural. While tone can influence how we feel and act, these effects are subject to personal, cultural, and situational factors. More scientific research is needed to gain a better understanding of color psychology, as the concept has become extremely popular in marketing, art, design, fashion, and other areas the seek to connect colors and emotions.(54)

3-5-2-The Meaning of Colors:

	Color Meaning	Color Personality
	strong emotions,love, passion, anger, , power, courage .excitement ,energy	confidence, .AGGRESSIVE, DYNAMIC, LEADERSHIP
	Fun ,freedom , success , sociability ,tolerance ,radiates warmth and happiness	affordability energy of creation. optimism, and self- confidence, marking the extrovert

<p>Yellow Friendly Cheerful Warm</p>	<p>color of the mind and the intellect offering hope, happiness, fun, warm and happy color ,cheerfulness and playfulness ,friendly , positively</p>	<p>people become overly critical, judgmental, and deceitful. Youth feeling</p>
<p>Green Natural Healthy Peaceful</p>	<p>balance and growth nature restful and secure, symbolizing harmony, healing, and stability.</p>	<p>healthly and promoting natural, safe, organic, environmentally friendly products.</p>
<p>Blue Trustworthy Secure Responsible</p>	<p>trust, serenity, peace, calming, reducing tension and fear,</p>	<p>honesty, and dependability , Loyalty</p>
<p>Pink Calm Loving Feminine</p>	<p>Loving ,feminine ,maturity ,compassion ,sophstication , sweet</p>	<p>romantic and approachable giving and receiving nurture kindness</p>
<p>Purple Successful Wise Royal</p>	<p>imagination and spirituality successful ,wise ,royal,romance,luxury CREATIVITY</p>	<p>sensitive and compassionate, supportive, thinking of others. have a peaceful and tranquil quality</p>
<p>Brown Earthy Simple Dependable</p>	<p>Earthy,simple,dependable,disappointment, loneliness, sadness, and isolation</p>	<p>A sense of strength and reliability. solid, much like the earth, resilience, security, and safety</p>
<p>Black Exclusive Prestigious Luxe</p>	<p>exclusive , prestigious, luxe, creative , power , formality,mystery , professional</p>	<p>strong-willed and determined character conventional and conservative.</p>
<p>White Pure Innocent Practical</p>	<p>purity ,clearenliness ,innocence , simplicity optimism, independence, harmony, wisdom, emotional control, self-reliance, confidence.</p>	<p>calm and balanced ,Aids mental clarity , ,Purifies thoughts and actions , fresh beginnings ,good listeners</p>

Table (1) Color Meaning& Personality

3-5-3- Colors and emotions

The way different colors can affect emotions depends largely on a color's brightness, shade, tint or tone and whether it's cool or warm toned.

3-5-3-1- Warm colors



Figure (28) Warm colors

Warm colors often evoke feelings of happiness, optimism and energy, have an attention grabbing effect and signal danger .

3-5-3-2- Cool colors



Figure (29) Cool colors

Cool colors are usually calming and soothing but can also express sadness. help spark creativity

3-5-3-3- Happy colors

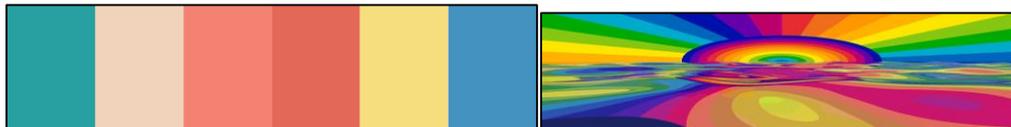


Figure (30) Happy colors

Happy colors are bright, have an uplifting effect on mood. The brighter and lighter a color, the more happy and optimistic it will make you feel

3-5-3-4- Sad colors



Figure (31) Sad colors

Sad colors are colors that are dark and muted. feelings and emotions depending on how they're used

3-5-3-5- Calming colors



Figure (32) Cool colors

Cool colors make you feel calm. Pastel colors and cool toned have a calming and relaxing effect.

3-5-3-6- Energizing colors



Figure (33) Energizing colors

Strong, bright colors and neon colors can have a powerful effect on emotions. And make you feel more alert, but can also be irritating on the eyes. These colors will grab your attention and stand out from their surroundings

Statistical Analysis:

In order to verify research hypotheses An exploratory study was conducted to measure the effect of printed fashion designs through shape and color Upon general audience and weather we are in need of clothing culture to enhance our appearance and raise the general taste.

The questionnaire with (25) questions were divided into four main axes:

- 1- Clothes and non-verbal messages
- 2- The role of clothes in our lives
- 3- Clothing and personality
- 4- Clothing culture and knowledge

The respondents (100 participant) completed the questionnaire using a (5-point Likert scale) (ranging from 1, “strongly disagree”, to 5, “strongly agree”) adopted from existing research The **(Correlation Matrix)** was conducted between the four axes of the research sample. It is also noted that there is a direct correlation with a statistical significance of (0.01) between the four axes of the study It is also noted that there is a strong correlation between the four axes of the study - Table No(2)

Table No (2): The results of the Chi-Square Test to confirm the existence of a relationship between the descriptive study variables

Axes	Clothes and non-verbal messages	The role of clothes in our lives	clothing and personality	clothing culture and knowledge
Clothes and non-verbal messages	1			
The role of clothes in our lives	0.798**	1		
clothing and personality	0.624**	0.744**	1	
clothing culture and knowledge	0.733**	0.703**	0.613**	1

** Significant at 0.01 significance level. * Significant at the significance level of 0.05.

Source: Collected and calculated from the data of the questionnaire forms in the study sample, by using SPSS program.

The questionnaire with 25 questions included was applied to a number of (100) people from the general audience from age (18-60) to measure the desired effect.

•The Cronbach Alpha Method and self-honesty

The Pearson correlation coefficient was found for the questionnaire expressions, and the correlation coefficients were corrected, using the Spearman-Brown Correction Coefficient, according to the following equation:

$$\text{Stability coefficient (Cronbach's alpha)} = \frac{2r}{1+r}$$

Where the value (r) refers to the value of the correlation coefficient, where the researcher used the method, Cronbach's alpha to measure the stability of the test statements, as a way to measure the reliability, as it was shown from table No. (2): that the lowest value of the stability coefficient of Cronbach's alpha, it amounted to about (0.918), which is a high stability coefficient, which reassures the researcher to use the test in a sound manner, as the results showed, that the lowest value of the self-honesty coefficient, amounted to about (0.958), which is a high value, which indicates the stability and sincerity of the questionnaire statements.

The test of existence of a correlation between the descriptive study variables with the study sample:

To make sure that there are a relationship between age and educational level, and occupation a Chi-Square Test was conducted ,the results of table (3) that the value of the chi-square amounted to about (16.42) with degrees of freedom of(4), between age and educational level, and (62.51) with(6) degrees of freedom between age and occupation, and (13.57) with degrees of freedom

of (6) educational level and occupation, which is less than the value of the probability level of 0.05, and therefore the null hypothesis is rejected

Table No. (3): The results of the Chi-Square Test to confirm the existence of a relationship between the descriptive study variables

Variables	Chi-square value	Significance level	Degrees of freedom	Tabular value
Age X Education level	١٦,٤٢	٠,٠٠٣	٤	٩,٤٩
Age X Position	٦٢,٥١	٠,٠٠٠	٦	١٢,٥٩
Education level X Position	١٣,٥٧	٠,٠٣٥	٦	١٢,٥٩

Source: Collected and calculated from the data of the questionnaire forms in the study sample, by using SPSS program.

The first Axe: Clothes and non-verbal messages:

This axis includes six phrases: Table (4)

- 1- Psychologists say that 90% of information we get about a person is nonverbal
- 2- Personal appearance of clothing is important for nonverbal communication
- 3- People's evaluation of a person is done by clothes and their suitability for the occasion
- 4- Knowing dress code is a way to communicate easily and quickly
- 5- Are you convinced that clothes are a means of non-verbal communication to convey different messages?
- 6- The visual effect of clothes is more important than the verbal effect of the person speaking

Table (4): Analysis of the results of the first axis related to clothing and non-verbal messages

The First Axe		Strongly Agree	Agree	Neutral	Disagree	Not at all Agree	Arithmetic mean	Standard deviation	Weighted percentage	Score	Rank
Psychologists say that 90% of information we get about a person is nonverbal	Rep.	25	46	19	7	3	3.8	0.99	0.77	Agree	٣
	%	٢٥,٠	٤٦,٠	١٩,٠	٧,٠	٣,٠					
Personal appearance of clothing is important for nonverbal communication	Rep.	40	42	13	4	1	4.2	0.87	0.83	Strongly Agree	١
	%	٤٠,٠	٤٢,٠	١٣,٠	٤,٠	١,٠					

the weighted average for the first axis was about (3.7) with a standard deviation of about (0.89) and a weighted relative strength of about (74%), which indicates a relative indication of their agreement to the role of Clothes and non-verbal messages in the study sample. The results also

indicate that about (20.8%) strongly agree with the role of clothing and non-verbal messages, about (44.2%) confirm their agreement, about (23.7%) are neutral, while about 8% confirmed they do not agree, about (3.3%) confirmed they do not agree at all , for the role of clothing and non-verbal messages.

The second Axe: The role of clothes in our lives:

This axis includes six phrases: Table (٥):

- 1- First impression of clothes on others
- 2- Clothes speak for you before you speak
- 3- Clothes connects the inner feeling with the outer appearance
- 4- Cleanliness and grooming are more influential than clothing brand and quality
- 5- Choosing clothes depends on
- 6- Clothes like a loyal friend or a deadly enemy

the weighted average of the second axis was about (3.8), with a standard deviation of about(0.91) and a weighted relative strength of about (75%), which indicates a relative indication of a significant effect to the role of clothing in our lives in the sample of the study. The results also indicate that about (23.8%) confirm that there is a very large impact on the role of clothing in our lives, about (45.2%) confirm that there is a large effect, about (19.2%) confirm that there is a medium effect, about (8.2%) confirm that there is a small effect, about (3.7%) they stress that there is a very small impact on the role of clothing in our lives.

Table (٥): Analysis of the results of the second axis related to the role of clothing in our lives

The Second Axis		very large effect	large effect	Medium effect	Small effect	Very small effect	arithmetic mean	Standard Deviation	Weighted Percentage	Score	Rank
- first impression of clothes on others	Rep.	27	56	15	2	0	4.1	0.71	0.82	very large effect	٢
	%	٢٧,٠	٥٦,٠	١٥,٠	٢,٠	٠,٠					
Clothes speak for you before you speak	Rep.	21	50	20	8	1	3.8	0.89	0.76	large effect	٣
	%	٢١,٠	٥٠,٠	٢٠,٠	٨,٠	١,٠					
Clothes connects the inner feeling with the outer appearance	Rep.	14	30	35	15	6	3.3	1.08	0.66	Small effect	٦
	%	١٤,٠	٣٠,٠	٣٥,٠	١٥,٠	٦,٠					
- cleanliness and grooming are more influential than clothing brand and quality	Rep.	51	32	9	4	4	4.2	1.04	0.84	very large effect	١
	%	٥١,٠	٣٢,٠	٩,٠	٤,٠	٤,٠					
Choosing clothes depends on	Rep.	15	62	9	6	8	3.7	1.06	0.74	large effect	٤
	%	١٥,٠	٦٢,٠	٩,٠	٦,٠	٨,٠					

The Third Axe: clothing and personality:

This axis includes seven phrases: Table (6)

- 1- There is a relationship between a good choice of clothes and personality
- 2- Clothes help us identify ourselves and introduce others to ourselves
- 3- There is a difference between using clothes for self-expression or expressing the organization to which he belongs
- 4- Clothes affect a person's personality, attitudes, self-confidence, and mood
- 5- A good choice of clothing design and colors helps to emphasize the identity and image of a person
- 6- Clothes can be an obstacle to a person's interactions with others
- 7- Clothes can express an individual's personality, social, cultural and educational level

the weighted average for the third axis was about (3.8), with a standard deviation of about (0.97), and with a weighted relative strength of about (76%), which indicates a relative indication on the existence of an effect to the clothing and relationship to the personality of the study sample. The results also indicates that about (27.3%) confirm the existence of a very large effect, about the role of clothing and its relationship to personality, about (40.7%) confirm the presence of a large effect, about (22.7%) confirm the presence of a medium effect, about (5.1%) confirm the existence of a small effect, about (4.1%) they emphasize a very small impact, for the role of clothing and its relationship to personality.

Table (6): Analysis of the results of the third axis related to clothing and its relationship to personality

The Third Axis		very large effect	large effect	Medium effect	Small effect	Very small effect	arithmetic mean	Standard Deviation	Weighted Percentage	Score	Rank
- There is a relationship between a good choice of clothes and personality	Rep.	29	50	14	2	5	4.0	0.98	0.79	large effect	٢
	%	٢٩,٠	٥٠,٠	١٤,٠	٢,٠	٥,٠					
Clothes help us identify ourselves and introduce others to ourselves	Rep.	21	45	25	5	4	3.7	0.98	0.75	large effect	٥
	%	٢١,٠	٤٥,٠	٢٥,٠	٥,٠	٤,٠					
There is a difference between using clothes for self-expression or expressing the organization to which he belongs	Rep.	18	47	25	4	6	3.7	1.02	0.73	large effect	٦
	%	١٨,٠	٤٧,٠	٢٥,٠	٤,٠	٦,٠					

The fourth Axe: clothing culture and knowledge

This axis includes six phrases: Table (7)

- 1- Are you interested in color language?
- 2- Do you know the importance of clothes shape and color in conveying non-verbal messages?

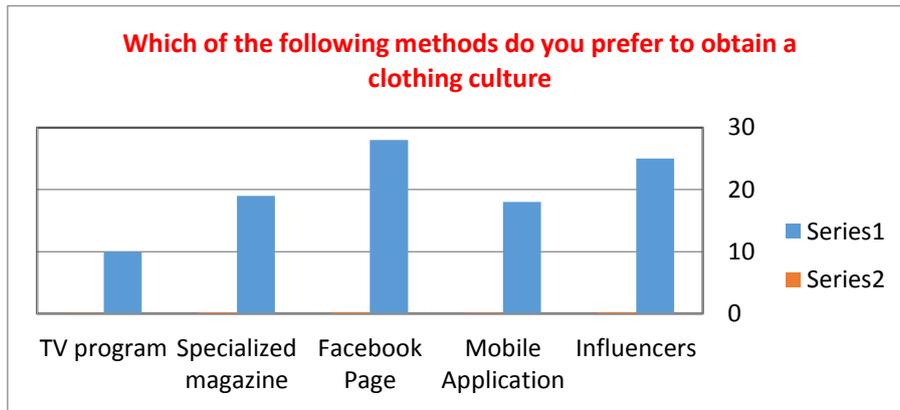
- 3- Are you keen on choosing the colors and shape of clothes for different occasions?
- 4- Can clothes color and shape have a positive or negative effect on the person himself and others?
- 5- Which of the following methods do you prefer to obtain a clothing culture?
- 6- Do we need more cultural clothing to improve general taste?

the weighted average for the fourth axis was about (3.70, with a standard deviation of about (1.01) and a weighted relative strength of about (74%), which indicates a relative indication of a significant effect, for the clothing as a culture and knowledge of the study sample. The results also indicate that about (29.7%) confirm that there is a very large effect, about the role of clothing as a culture and knowledge, about (35%) confirm that there is a large effect, about (19.7%) confirm that there is a medium effect, about (8.3%) confirm that there is a small effect, while about (7.3 %) stress that there is a very small impact on the role of clothing as culture and knowledge.

Table (7): Analysis of the results of the fourth axis related the clothing as a culture and knowledge

The Fourth axis		very large effect	large effect	Medium effect	Small effect	Very small effect	arithmetic mean	Standard Deviation	Weighted Percentage	Score	Rank
Are you interested in color language?	Rep.	29	32	28	7	4	3.8	1.08	0.75	large effect	٤
	%	٢٩,٠	٣٢,٠	٢٨,٠	٧,٠	٤,٠					
Do you know the importance of clothes shape and color in conveying non-verbal messages?	Rep.	21	29	28	14	8	3.4	1.20	0.68	large effect	٥
	%	٢١,٠	٢٩,٠	٢٨,٠	١٤,٠	٨,٠					
Are you keen on choosing the colors and shape of clothes for different occasions	Rep.	32	52	11	2	3	4.1	0.88	0.82	large effect	٢
	%	٣٢,٠	٥٢,٠	١١,٠	٢,٠	٣,٠					
Can clothes color and shape have a positive or negative effect on the person himself and others?	Rep.	33	45	15	5	2	4.0	0.93	0.80	large effect	٣
	%	٣٣,٠	٤٥,٠	١٥,٠	٥,٠	٢,٠					
Which of the following methods do you prefer to obtain a clothing culture?	Rep.	11	19	28	17	25	2.7	1.32	0.55	تأثير صغير	٦
	%	١١,٠	١٩,٠	٢٨,٠	١٧,٠	٢٥,٠					
	Rep.	52	33	8	5	2	4.3	0.95	0.86		١
- Do we need more cultural clothing to improve general taste?	%	٥٢,٠	٣٣,٠	٨,٠	٥,٠	٢,٠				Very large effect	
Average of Fourth Axis	Rep.	١٧٨	٢١٠	١١٨	٥٠	٤٤	3.7	1.01	0.74	large effect	-
	%	29.7	35.0	19.7	8.3	7.3					

According to the final statistics that people prefer facebook page to obtain their clothing culture and knowledge (figure 34).



The researcher tried to create a Facebook Page Titled by (**clothycom**) to confirm the importance of having platform that aims to provide information and cultural inculcation of good appearance and its importance For raising the general test .



<https://www.facebook.com/Clothy-com-104699875693796Results>

Results:

- 1- The research proved that knowing the right meanings of different shapes and colors lead to be more convenient in different occasions .
- 2- The research focused on with the different fields that use non-verbal communication through shape and color to send a number of hidden messages.
- 3- The research confirmed that there must be an electronic platform to spread clothing culture and knowledge to raise the Human and general taste

Recommends

- 1- The necessity of paying more attention to research that focuses on the psychology of the shape and color of printed clothing and its direct impact on the personality.
- 2- The necessity of having an Egyptian application through social media to spread clothing culture and its suitability for different occasions and considering it the main interface of the Egyptian personality internally and externally.

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