

Innovation in Children's Fashion Design Through Abstract Art

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Abstract

The research aims to innovate children's fashion designs through abstract art. 15 children fashion designs has been designed and inspired from three artists from the abstract school (Piet Mondrian artist, designs No. from 1: 5, Kazimir Malevich artist, designs No. from 6: 10, Vasily Kandinsky artist designs No. from 11:15). The designs were evaluated from the point of view of professional professors in the field and consumers, by using a questionnaire for specialists and consumers to obtain the best design and the best axis in view of the opinions of specialists from the first axis (Aesthetic side) and Second axis (creative side) and the third axis (marketing side). The study reached the following results: The best designs in the achievement of aspects of evaluation (as a whole) according to the views of specialists (design No. 1 for Piet Mondrian artist, design No. 6, 7, 8 for Kazimir Malevich artist, design No. 11 for Vasily Kandinsky artist), The least designs (design No.4 for Piet Mondrian artist, No.13,14 for Vasily Kandinsky artist). The best designs in the achievement of the evaluation items (as a whole) according to consumers opinions (design No. 1 for Piet Mondrian artist, designs No. 6, 7, 8 for Kazimir Malevich artist, and No. 11 for Vasily Kandinsky). The least designs (design No.4 for Piet Mondrian artist, No.13,14 for Vasily Kandinsky artist). Based on the results, the best 5 children's designs were implemented, and the artists can be arranged as follows: Kazimir Malevich artist represents the best in the light of the views of specialist and consumers, followed by Piet Mondrian and Vasily Kandinsky artist.