

2020

## The Denim jeans As a Refashionable and Redress Creative Style Art

Nashwa Mohamed Nabil El Shafei

Assistance Prof. Department of Ready-made Garment and Fashion Design, Faculty of Applied Arts - Damietta University, nosha\_ah@yahoo.com

Follow this and additional works at: <https://digitalcommons.aaru.edu.jo/faa-design>



Part of the [Art and Design Commons](#)

---

### Recommended Citation

El Shafei, Nashwa Mohamed Nabil (2020) "The Denim jeans As a Refashionable and Redress Creative Style Art," *International Design Journal*: Vol. 10 : Iss. 2 , Article 30.

Available at: <https://digitalcommons.aaru.edu.jo/faa-design/vol10/iss2/30>

This Article is brought to you for free and open access by Arab Journals Platform. It has been accepted for inclusion in International Design Journal by an authorized editor. The journal is hosted on [Digital Commons](#), an Elsevier platform. For more information, please contact [rakan@aar.edu.jo](mailto:rakan@aar.edu.jo), [marah@aar.edu.jo](mailto:marah@aar.edu.jo), [dr\\_ahmad@aar.edu.jo](mailto:dr_ahmad@aar.edu.jo).

## The Denim jeans as a refashionable and redress creative style art

**Dr. Nashwa Mohamed Nabil El Shafei**

Assistance Prof. Department of Ready-made Garment and Fashion Design, Faculty of Applied Arts - Damietta University

### Abstract:

To gain a profound understanding of what composes consumer thinking, denim jeans, therefore, were used as an investigation vehicle and an analytical research method was utilized to illuminate implicit consumer motives. Denim is always a fashionable representation and is forever in this direction in all seasons. The present research is an attempt to develop denim fabrics appropriate in the manufacture in all of the types of garments and even accessories. The current study is to redefine the role and meaning of Jeans as fashionable reshape style through an extravagant and stringent attitude towards fashion designs. The present research is a comparable approach as taken to describe the main phases of the redesign research process concerning contemporary Art and Environment Creative Style of jeans course to fashion design students especially, and fashion designer beginner's denim fabrics in general. This phenomenon through a shadow on the needs to study the redesigning and developing denim convenient for the customer as well as an educational part of the student of ready-made garment fashion design to emerge a curriculum to promote this education area. The present research, therefore, is to establish a new standard trend of infinite reuse by reducing excess denim fabric at both artwork and educational process levels.

### Keywords:

*Denim fabrics,  
Refashionable  
Extravagant  
Education*

Paper received 10<sup>th</sup> January 2020, Accepted 24<sup>th</sup> February 2020, Published 1<sup>st</sup> of April 2020

### Introduction

The word denim name belonged to a sturdy fabric nominated as serge, initially made in NIMES France. From 150 years ago, when the earliest blue denim jeans produced and used for its strength, durability, and practicality. Jeans begun to be synonymous with work but shortly came to define much more. Every nation and generation have its fashion style and its trends, but they overwhelmingly have the form of jeans in common. Because of its weight, rigidity and thickness, and due to the very durable outdoor work clothing, denim chosen for skirts, casual jackets, and jeans. Denim today could come in various colors, weights, and some versions of denim have combined with stretch fibers though the weave. The pants Jeans formed in a particular process from denim and one of the most communal items of garments. Denim, however, is, to the greatest extent, durable and be adapted to many different functions or activities. The consumers are widely different jeans accepted where the versatility of the garment; however, considerable advantages over other pants fabric [1].

Nagori (2017) [2] reported that at the 1800s, American gold miners needed athletic clothes lasted longer and durable, and it has excellent abrasion resistance, means the fabric absorbs a lot of friction before it breaks apart. But in the present

era, Denim is no more considered as 'workwear'. Due to technological advancements, Denim turned as a fashion symbol. Though branded jeans are very expensive wearer get fad up after prolonged use. So, the study focusses on "Old Denim New Look" in which old Denim was reuse to create a new designer garment. About 100% of respondents like the concept of reuse of old Denim and 90% of respondents said that it is the best way of waste management.

By the end of the 20th century, Fashion designers began denim experiment during the 1970s; denim had emerged as a real luxury item. In the exhibition, a pair of embellished jeans covered with feathers by Tom Ford for Gucci's spring 1999 collection (which retailed for over \$3,000). The embellished jeans were situated alongside other luxury denim styles by the designers Roberto Cavalli, Jean-Paul Gaultier, and Fendi who facilitated establish denim as a high-fashion exhibition at the start of the 2000s[3].

Jeans fashion assignment is not only as a multifunctional physical garment against the trend of the fashion realm but also becomes a social restraint and reaction for the feeling of worry and insecurity emerged by the real and understood risks of modernity. Vijayalakshmi (2017) reported that Denim is an evergreen fashion statement, and it is for eternity in the trend at all the seasons. Denim is used in its original form and to add

interest various effects like softening, fading, and stone washing rendered during garment washing. In the commercial market, seldom products are

observed for young women's knee-length tops in Denim.



China Fashion Week during the Mercedes-Benz Spring/Summer 2018, the fashion designer Yang Shan never forget to show their denim fabrics as the most impressive styles from the runway inspiration, as shown in fig (1,2,3,4).

Fig(1)

Fig(1) Quite an excellent pairing wear a dress with a flowing cape entirely constructed out of types of denim! The model accomplished her look with

denim-inspired boots too. Photographs: Lintao Zhang/Getty Images.



Fig (2)

Fig(2) On the runway, A model walks in multilayered denim dress paired with oversized sleeves white shirt.



Fig (3)

Fig(3) an ordinary denim dress, with big puff sleeves with dramatic white fabrics.



Fig (4)

Fig(4) This outfit style is merging the old with the new, the model walks the runway in a denim maxi

with ruffled sleeves with torn denim fabric on the chest.

Nowadays, [5] however, the street is a crucial part of the transitional environment, especially with the civilian movement of modernism pioneering.

Punks movement developed a more negativist behavior where the back history of the garment

styles with neglected reference, as shown in fig | (5,6,7).



Fig(5)



Fig(6).



Fig(7).

## Conceptual Framework

### The aim of the research

The present research aims to redefine the role and meaning of Jeans as reformed as fashionable style through a radical and critical attitude towards fashion designs.

### Importance of the research:

1. In the field of artistic work and garment technology jeans is:
2. Jeans, as reformed as contemporary style art, is essential of interest to considerably show the concerned with beauty and the appreciation of grace by the methodology of artwork.
3. As the student at higher education does not offer educational and creative art curriculum, with these thematic, it might be an adequate method emphasise on remodel of ready-made jeans garment artworks.
4. It is the ability to correctly and satisfactorily, the student's self expressively fashion designing to emerge a curriculum to promote these areas of fashion design.

### Research Goals

1. The research endeavors to emphasise on the merging redressing jeans-style techniques to accomplish with the environment side by side on the impact of diminishing the polluted materials.
2. The research embellishes the recognition and enjoyment of the good qualities of jeans beauty through fantastic artwork.
3. Through the dimensional of the artwork of jeans redesigning and redressing garment, is to harmonies the design with environment fairness.
4. The research assists the students' intelligent perspective to inside the world of redressing

jeans artwork and its precise technique of the redesigning.

5. The study encourages the students to the potential of manifestation of inspiration, imaginations and a natural sensuality state of mind elicitation by the familiarity of the technique of redressing.

### The Research Problem

1. How utilises the entire pre-product model of jeans ability techniques in redesigning and reproducing fashionably design style.
2. For how to extend different approaches to jeans fashionable redesign.
3. How far the jeans redesign technique is right for sustainability.

### Research question

1. How could the techniques of redressing different-sized jeans model as an input to the integration of the technical rules of merging new acceptable fashionable design?
2. Should the area of jeans fabric artworks combine with explaining the aesthetic of different models of merging fashionable design could help the environment conformity.?

### Research Limits

1. The work is assistance for the designers to consider redesigning any style of jeans' garments.
2. The work is fundamentally concerning with students' ready-made garment technology specially and, the beginners of designers in jeans artwork in general.

### Research Hypotheses

The primary purpose of this sort of art-work education is:

1. Assist the student's knowledge, skills and experiences to realise this type of art-work



world.

2. Promoting the student of the fashion design garment to solve problems in daily life.
3. Students paid a lot of time in memorising other sciences but cannot apply their familiarity gained by experience and knowledge to solve the problem of jeans redressing in their real-life.

### Research Methodology:

Research follows the descriptive analytical method and application study.

### Research Terminology

#### Re-fashionable design (the author definition)

A visual expression technique where the fashion model of a style possesses different look such as (additive, subtractive or reconstructed) of the improved model to be more attractive having a perceptible and quality.

### Literature review

Khalil (2016)[6] reported that Through old-time, jeans have developed from workwear to casual, to premium and finally functional wear. For producing vintage denim jeans, the three-dimensional (3D) effect is one of the most adorable finishing techniques. Such as Permanent wrinkles on denim surface, as known as crinkle effect are applied to jeans after resin application. Denim jeans are then dried in an oven for a specific time at a particular temperature to reach the final result. Eventually, a Resin application is applied to sustain the required impact even after wash [Kalaoglu (2015) [7] & Sarkar (2011) [8]. Ho-Long (2011) [9] explained that the appearance of vintage and age of the fabric based on the viscoelastic properties of the structure. The material deformed as a slight depression applied to the smoothness of the surface.

MacArthur (2017)[10] reported new textiles economy and interviews with multiple recycling specialists (over ten recyclers – both chemical and mechanical), the finding that jeans construction and design is the preferred feedstocks and commercially adopted mechanical and chemical recycling processes.

Han (2007)[11] reported that, because the fascination of fashion disappears quickly, the trend is merely the opposite of sustainability. Fashion also is crossbreeding with durability. A product can be physically sustainable, as far as it made of environmentally friendly materials. However, the product goes out of fashion very quickly; it considered as not a culturally durable product.

Lindqvist (2015)[12] emphasized that fashion designers are presented with a range of different

methods for pattern cutting. The interest in this field, however, has increased over the past few years. Though a variety of techniques and concepts for presented pattern cutting, the main body of these methods, both traditional and contemporary, is predominately based on a theoretical approximation of the body. That theoretical approximation is derived from horizontal and vertical measurements. As a consequence, there is a lack of interactive and dynamic qualities in methods connected to this paradigm of garment construction, from both expressional and functional perspectives.

Rahman et al. (2010) [13]; Jin et al. (2010) [14] reported that product cues could be as divided as intrinsic and extrinsic, and consumers tend to use both indications, concurrently when judging a product. Essential signs involve physical composition (e.g. fit, fabric, color, and style). In contrast, extrinsic indications include product-related characteristics that are not directly attached to the physical object (e.g. price, brand name, and country of origin). Product indications, however, may generate multiple meanings and benefits to the users, such as functional usage, psychological values, and experiential pleasure. Without a doubt, product evaluation is a multidimensional construct encompassing both cognitive and affective processing

According to a study on female body image conducted in the United Kingdom by Apeayei (2008) [15], 86 per cent of the respondents were concerned with their appearance by wearing certain types of clothing, and 85 per cent acknowledged that identical garments could look different on distinct body shapes/types. The clothed body image has been perceived as an essential evaluative determinant for many female consumers.

Other than the positive responses elicited by the product's physical attributes, body image also plays a significant part in the purchasing decision process. Many apparel shoppers are concerned about how a garment may look on their bodies and how others may perceive them. It is a vital importance for fashion designers to recognise the intended meaning of the relationships between human body type and the jeans fit/model. Desirability, Versatility, physical and psychological comfort, however, is consumers considered.

Benjafeld (1985) [16] & Banim et al. (2001) [17] explained that designers might adopt the concept of the Golden Section (length: width = 1: 0.618), which is an attractive area that humans seem to instruct their prototype enhancement. The skinny

jeans style was most frequently quoted, and become aware of being more multilateral than bell-bottoms, flared as well as wide-leg. Because of skinny jeans is adaptability, practicality, and aesthetic pleasure, many of the costumers, expressed that they often wore it.

Kumar et al. (2016) [18] indicated that the field for denim wear is growing enormously every year, and its global market share has increased unpredictably in the last few decades. His research suggested that the quantity of Lycra has a tremendous impact on the physical and flexible properties of denim fabrics.

Nagori (2017) [19] explain that denim is one of the timeless fabrics that never seem to go out of

the style, and it is so integral to today's fashion industry. Through his study focuses on creating new designer garments from old types of denim. Three forms of upper garments were prepared, such as Wrap Top, Bolero Jacket and Shirt Waist. The results revealed that the respondents liked U wrap top, U Bolero Jacket and U shirt-waist in terms of comfortability. About 90% of respondents agreed that the mass of people would accept garments. 50% of respondents like the innovative blending of denim with the net. 70% of the respondents found that the cost of the garments was fair. This approach towards reuse in the upper garment can give new hope to fashion as shown in fig(8).



Fig (8)

Chen et al. (2016) [20] reported that designers should stress more on the stylistic elements such as color, silhouette, and fabric. Second, when it comes to marketing, instead of following the mainstream fashion trends or appealing to consumer values, Third, the Internet played a very important role in the changes of fashionable styles and fashion information sources, especially in the spread of SNS, online shopping malls, and online video sites. Thus, the contextual marketing approach of providing personalized, real-time information to customers at the point of need will obtain competitive advantage in e-commerce. Therefore, fashion brands should expand the brand culture influence through online media

Rahman (2015) on his study revealed that the preferred jeans choices were closely related to the fit of the garment and appropriateness of use.

Some informants preferred darker colors and specific jeans styles because these elements could enhance, accentuate, or conceal specific areas of their body. It is evident that the value of a pair of jeans is not derived from its function alone, but also from the meanings ascribed to them. In total, The Jeans Redesign can become a lighthouse to the fashion industry and display what is possible when all join forces. We have the opportunity to shift from the take-make-waste model of today to a circular economy in which business models increase the use of clothes. Clothes constructed from safe and renewable materials, and the used clothes are consumed to make new ones [21].

#### The denim fashion designer

Women, who prefer female denim colors due to their used look, choose the models of light blue jeans which give a strong feeling, and fashionable.

The jeans equipped with three front and two rear pockets as called a 5-pocket style. Besides, the model has a small piped pocket in each rear

pocket, however, the Slim and Super stretch models fashionably fit against the body as shown fig(9,10,11).



Fig (9)

Fig (9) Women's Denim Lace Mermaid Skirts High Waist Jean Long Skirts developed from trouser [22].



Fig (10)

Fig (10) Women's Vintage Embroidery Sequin Lace Bell-Bottoms Blue Pants. Flare with a Luxury Lace Embroidery Sequin Design, Sid Pockets [23]



Fig (11)

Fig (11) In Street Belted Printed Split-Joint Jean Bell-Bottom.[24].

Nine styles from reconstruction of jeans trousers. although the general feature of the skirts is trouser but it gives the new look of fashionable jeans skirt as shown in fig(12 to 20



Fig (12)



Fig (13)



Fig (14)



Fig (15)



Fig (16)



Fig (17)



Fig (18)



Fig (19)



Fig (20)





Fig (21)

Fig (22)

Fig (23)

The cool button-front mini skirts Made from the renowned jeans trouser , gives a nod to homemade-in-as the DIY form reconstructed from men's jeans. As shown in Fig(21,22,23) ,the styles is demonstrating a Women blue Denim Skirts High with Waist Ripped, Holes,Pocket and Bodycon as a Mini Jeans Skirts. Also the skirts Crafted from distressed denim with a chewed hem, The just-right high waist and flattering.The A-line shape make it an elegant style.

**Faded Jeans**

Radhakrishnan (2017) [25] Reused denim research and redressing and developing denim jeans are all over the world to tackle many issues belonged to denim recycling to manufacture the best use for renewing product development. Many retailers take considerable efforts to demonstrate their involvement in closed-loop recycling as self-motivation by supportive consumers to retrieve old used jeans for new ones and transform these garments as raw materials.

Egyetem (2015) [26] explained that because of the application of the unique craft technique, Jeans today are genuine. Most of the denim materials are artificially faded and sorrowful to achieve a stylish, worn-in look. This technique can create honeycombs as faded lines behind the knees, faded streaks around the crotch area, faded lines at the thigh, knees tearing, abrasions, as an example. Those fading patterns and catastrophic styles on jeans is a style of "personalizing" the jeans as shown in fig(24,25,26).



Fading

Fig (24) honeycombs

Fig (25) artificial fading

Fig (26) whiskers

It might create snug and exquisite mixtures with fashionable and every day denim attire. Trendy attire looks lovely at any second. It's all the time straight forward to make use of and mix. Sneakers and equipment, it might get fashionable pictures. Denims attire are very style. In any case there are

all the time concepts that shall be very snug and easy but in addition lovely as shown in fig (27) as Fashionable Jeans Stylish and Casual Dresses for Women demonstrated in Couture Fall 2016 - Viktor & Rolf.[26]. [27].



Fig (27)



SIEGE (2008) [28] reported that the behaviors lines are no more significant between buying among young people where the common motive is getting addicted to social networks. The social network interacted across wide parts of people

with participation interests and appreciation. In turn, companies are hiring potential job seekers for verifying their social networks and assess their value and quality.



Fig (28)



Fig (29)



Fig (30)

The fashion designer Oh Yoko is showing his redressing (redesign) in fig (28,29,30)[29]

Fig (28) Silk Denim's Oh Yoko Coat Made From 100% Restyled Denim. Inspired by a Turkish folk wear coat with an authentic shape. From a random pocket to a tough waistband.

Fig (29) A-line shape. Jeans dress inspired on workers clothing, made of redesign jeans and perfectly finished with vintage linen.

Fig (30) Jeans dress inspired from two trousers to reform of blues and skirt

The fashion of different jeans, in 2018 where the American brand CIE Denim's had a curious idea when it came to using the basic piece of all wardrobes, creating a type of "inverted jeans", inspired by the "Stranger Things" series, success on Netflix.

According to the brand, the idea was to represent the inverted world and the 1980s that are portrayed in the series and pay homage to some characters.[30].



Fig (31)



Fig (32)



Fig (33)

The designer Kasia Struss for Dazed & Confused Top model Kasia Struss clad in denim takes the pages of Dazed & Confused with Josh Olin's' shoot styled by Robbie Spencer at Couture Fall 2016 - Runway dealt with the denim fabric with a

fascinating styles figure(34) whilst Ashish at London Fashion Week Fall (2014) as shown in fig(35,36) is demonstrating the styles as it is redesigned or reconstructed denim fabrics.



Fig (34)



Fig (35)



Fig (36)

Made using about 8 pairs of re-purposed second hand jeans – diverted from landfill. Each pair of jeans is completely unpicked by hand into

individual pattern pieces, then reconstructed into couture fashion design as shown in fig (37,38) [31].



Fig (37)



Fig (38)



Fig (39)

Fig (39) is showing the Milan fashion show Fall 2018 of fashion designer Angel Chen.[32]

**How to redesign the old jeans style**

MacArthur (2019) [33] explained that the guidelines of the fundamental jeans redesigning should respect the health, safety, and all people rights involved in all sectors of the fashion

industry in general, and especially to enhance working conditions in global manufacturing. The precaution for jeans redesigning, to be based on four factors: fabric durability, material health, fabric recyclability, and fabric traceability as shown in fig (40,41,42,43).



Fig (40)

Fig (41)

Fig (42)

Fig (43)

Durability.

Increasing the average worn number of using times clothes presents a considerable opportunity to hold the value and design out waste. Designing or redesigning and producing garments that last longer, via business models will increase their utilisation. This target will shift the conception of disposable clothing away from being viewed as a durable product. Furthermore, the design will change the treated clothes way during consumed, which can significantly increase the number of times for garments use. Jeans should remain undamaged or unaffected the least or smallest amount and quantity possible of 30 home laundries and still assemble the original brand minimum durability demands.

Some of the essential properties that define textile durability contain:

- The fabric resilience attributes to the fabric’s capability to move quickly up into shape, even at wrinkling condition.
- Tensile strength: is related to the fibers to make the fabric.
- Abrasion resistance: The capability of fabric

to resist friction whenever it exposed to washing and rubbing.

1. **Material Health**

Greenpeace (2011) [34] reported that hazard substances under attention used for production process overwhelmingly remain in textiles and move to more pressing concerns due to the harmful impact on consumers and the environment. Greenpeace International. (2011) [35] also reported that some of these toxic used chemicals can environmentally persist and might accumulate over time.

Kemi (2014) [36] Reported incidences start from skinny allergic, respiratory diseases and the increased chance of cancer.

2. **Recyclability**

The way jeans garment is produced, including the fabric, is made and chosen; the recyclability of the materials is scarcely considered as they are no longer used. Alongside highly efficient recycling processes for those materials is a decisive step in promoting up recycling where no current ones are suitable to provide both the desired functionality and recyclability. The total textile composition of jeans garment should construct with at least 98%





cellulose-based fibers by weight, while the metal rivets must be designed out, or minimised. To disassemble, the added materials to the jean's garments should be effortless and handy. These subsection requirements applied, supposed to all organisations (fabric mills, garment manufacturers, brands and retailers).

3. Traceability

Redesigning technologies depend on precise detection of denim materials and classified to ensure well-defined material (either a single or mix of materials, including blends). Therefore, correct labeling and material consistency are essential to carefully collect clothing assortment for recycling or redesigning. Universal tracing technologies – integrated into the redesign of clothing will be required to support the classify of materials in the system and thereby improve the output quality of the recycling or redesign process. Jeans fabrics might be printed or retreated with chemicals in accordance with the minimum requirements where it should lay out in the label. All technology added to the jeans shouldn't interfere with the recycling or redesigning process or easily removable. Furthermore, be able to resist mechanical and physical properties while sustaining full functionality to the far end-of-use. To identify the jeans produced as part of the

educated course, and for total textile composition, the Jeans Redesign logo must be durable as the redesigned jeans themselves accomplished with the requirements

Types of Redressing (Redesigning) Jeans

The solution for old jeans that dressed before, but could be restyled could be customized. As jeans are a piece that doesn't go out of style, therefore is no need to dispose of it away because it's old. Instead, it could give it a new form or style by following some simple and easy technique as follows:

As minimum environmental impact as possible and from the perspective of sustaining a product through numerous styles, the approach of redesigning and utilising selected remnant purposely and sustainably made textiles.

Destroyed

The destroyed pants style means: break apart jeans. Regardless of the differences in of finishing terms - torn, shredded and break apart as shown in fig (44,45,46). it could be restyled as modern, full of personality appearance and right image. So, the technique is to transform the old and worn jeans, with different construction, then enjoy the looks selected for new inspiration [37].



Fig (44)



Fig (45)



Fig (46)

Aninha (2013) [38] is interested in remolding the jeans and reported that if anybody has the most romantic style, the lace will be the ideal accessory for the jeans. it could include it anywhere in the garment, such as in the pockets,

legs, on the hem of the pants, otherwise, as background, choosing the advantage of the techniques of broken jeans by using lace as shown in fig (47,48,49).



Fig (47)



Fig (48)



Fig (49)



The cool issue about this kind of customization is that the piece becomes multi-functional and can be used during the day. Also, for a more relaxed party or event, using the basic blouse, at night.

**Tie Dye**

Escola de pintura[39] explaining the Tie-Dye or stained jeans techniques to dye or



Fig (50)



Fig (51)



Fig (52)

discolor fabrics that you can use to revitalize your old jeans. Basically, the idea is to tie and dye. To achieve this stained effect, you just need to tie your jeans with string and dip them in a bleach container for a few minutes. The tie dye has no secret and has no way to go wrong.

**Transforming jeans into different style**

Now, if the idea is to give the old jeans a new look, the best way is to turn them into shorts. With the hot climate, is better to have custom shorts to be worn in the summer. Furthermore, reusing the old jeans, as a short without extra expenses as shown in fig (53,45).

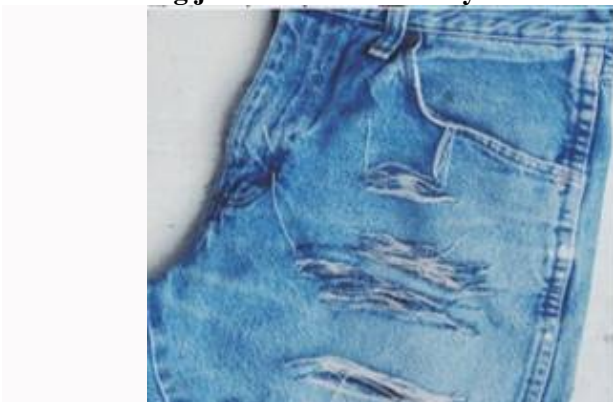


Fig (53)



Fig (54)

**Thumbtacks and patches**

Another way [40] to make jeans beautiful and stylish is to apply thumbtacks and patches. With

these accessories, the pants gain prominence and shine, in addition to a very rock n' roll style.



Fig (55)



Fig (56)



Fig (57)



Fig (58)

Although they are easy to put on, it is important that you are attentive to the type of application of each accessory so as not to damage your pants. Studs, for example, are threaded or to be pinned. The patches can be self-adhesive, fixed

with fabric glue or sewing. Since applying studs and patches is in fashion, you may find kits ready with applicator included. Look in the closet closest to your home and start customizing as shown in fig( 58 )

It could cover the denim jacket with patches of smiley faces, the funky yin-yang signs and more. Also, could pair it with the favorite denim jeans. Now that it is clearly shown that how to customize old jeans to be stylish.

### Discussion and Conclusion

The consumer is a considerable source of the problem in realising a sustainable fashion industry. Fashion customers are starving for fashionable garment. Consumers need to feel free from blame, guilt, or responsibility of the constant refreshing of the wardrobe. Actually, it is a physical rather than the philosophical problem. Low prices, good design, and good-quality fashion garment, mean an increase in purchases, which is complicated to agree with the idea of the last battle between them and the environment.

Achieving predetermined goals is evolving from merely the understanding of products for manufacture to wider problem-solving, management and the strategic principal approaches. Some of these recent approaches include redesign, or even service design and design thinking, with emerging new expertise will create the user-design experiences. It is therefore to redesign the denim in general and the jeans in particular.

The present research will make as guide to the student of the fashion design in particular and the beginner fashion design in general. However, to innovate new jeans style with well-balanced proportions and pleasurable aesthetic appeal, designers might pay close attention to the relationship of the hip, the height (inseam), and the leg opening areas. It is specified that the proportion between the hips and the leg opening of the flared model played a crucial role in the wearer's image.

### Application of the research as student's technique:

For this research to be applicable to students:

1. Students must identify clearly how the old-style jeans will meet the Jeans Redesign has been identified,
2. How they intend to speed motivation against the examples with the minimum requirements of setting out.
3. Students will characteristic the validation of the set before examples that will be utilised to correctness previously demonstrated through the research The examples have been met.
4. This illustrated examples as images will be supplied on their Participation sketches and, unless otherwise stated, with real redesigns as

part of the assignment of the reporting progress.

5. Students are encouraged to detect the percentage of the redesigned jeans that will encounter with the Guidelines in either their annual or sustainability report to present a standard point of reference. for the promotion of this type of teaching course.
6. In addition, students are required to illustrate the number of their redesign jeans produced that will compete with the Guidelines to Make Fashion of jeans redesign will disseminate this educated course on the fashion design for all identical departments.
7. By the end of term, students will be requested to submit the Report Form to Make Fashion at general and the redesigning of jeans-style in particular,
8. to confirm that they have met the basic agreement specifications, to participate any variations from this original specification,
9. to make available for details of how these agreement with each element of the criteria.
10. If students confirmed that this new course or technique has been obtained is beneficial and useful, this will be included alongside the course reported data.
11. this will provide high-level information about the type of programme who will perform the process of establishing the accuracy, and validity of this type of teaching course cooperative with assurance exercise, and any plans for the future promotion of verification or assurance processes for the data annual reported.
12. to confirms acquiescence, with any, required elements set out in redesigning Guidelines.
13. Students will be in agreement with the logo of this sort of jeans redesigned terms and conditions where the permission will be granted to use the Jeans Redesign logo on jeans produced.

### Recommendation

Any style, to call it evergreen is a trend that the style should never vanish with any season. One should be constantly updated on what is going out of fashion. Moreover, it happens occasionally that the old trends come back with a modern style again.

The physical appearance of clothing has been shown to influence consumers' evaluations and purchasing decisions. Therefore, the negative impact of the fashion industry on our planet requested the people stem from the production of raw materials to the disposal of a garment after its first use trying to reduce these impacts.

## References

- (1) Style & fashion. (2019) World of denim. Retrieved from. <https://www.styleundfashion.de/author/redaktion/>.
- (2) Nagori, N. (2017). Old Denim New Look-An Approach Towards Reuse in Upper Garment. *International Journal of Current Research* 9(12):62327-62330
- (3) Denim: Fashion's Frontier. Retrieved from. <https://artsandculture.google.com/exhibit/denim-fashion-s-frontier-the-museum-at-fit/AQJSFTfkVroQKA?hl=en>.
- (4) Vijayalakshmi Creating contemporary fashion in denim tops for young girls.
- (5) IOSRD *International Journal of Fashion Design* Volume 1, Issue 1, July 2017, Pages 01-06. Retrieved from. <https://www.pinterest.es/pin/641692646893165925/>.
- (6) Khalil. 2016/A TECHNICAL STUDY ON 3D EFFECT ON DENIM JEANS. *Journal of Multi-Disciplinary Engineering Technologies (JMDET)*
- (7) Kalaoglu, F., & Paul, R. (2015). Finishing of jeans and quality control. *Denim: Manufacture, Finishing and Applications*, 425.
- (8) Prasanta Sarkar Different Types of Denim Washing. Retrieved from <http://www.onlineclothingstudy.com/2011/07/different-types-of-denim-washing.html>.
- (9) Ho Long Yi, A Study of The Resin Finishing On Wrinkle Property Of Light Weight 100% Cotton Plain Fabric, Institute of Textiles & clothing Honkong Polytechnique University May 2011.
- (10) MacArthur (2017). A New Textiles Economy: Redesigning Fashion's Future. [https://www.ellenmacarthurfoundation.org/assets/downloads/publications/a-new-textiles-economy\\_full-report.pdf](https://www.ellenmacarthurfoundation.org/assets/downloads/publications/a-new-textiles-economy_full-report.pdf)
- (11) Han, Li. (2007). Sustainable E Fashion. *Virginia Commonwealth University This Ead07 Proceedings 2007 Edition Published By Izmir University Of Economic S. pp205*
- (12) Lindqvist R. (2015). kinetic garment construction UNIVERSITY OF BORÅS studies in artistic research NO 13 2015 remarks on the foundations of pattern cutting. ISBN: 978-91-87525-41-4.
- (13) Rahman, O., J. Yan and W.-S. Liu. 2010. "Evaluative Criteria of Denim Jeans: A Cross-national Study of Functional and Aesthetic Aspects." *The Design Journal* 13(3): 291–312.
- (14) Jin, B., J. Y. Park, and J. S. Ryu. 2010. "Comparison of Chinese and Indian Consumers' Evaluative Criteria when Selecting Denim Jeans: A Conjoint Analysis." *Journal of Fashion Marketing and Management* 14(1): 180–94.
- (15) Apegyei, P. R. 2008. "Significance of Body Image among UK Female Fashion Consumers: The Cult of Size Zero, the Skinny Trend." *International Journal of Fashion Design, Technology and Fashion* 1(1): 3–11.
- (16) Benjafield, J. 1985. "A Review of Recent Research on the Golden Section." *Empirical Studies of the Arts* 3(2): 117–34.
- (17) Banim, M. and A. Guy. 2001. "Dis/continued Selves: Why Do Women Keep Clothes They No Longer Wear?" In A. Guy, E. Green and M. Banim (eds) *Through the Wardrobe: Women's Relationships with Their Clothes*, pp. 203–19. Oxford: Berg.
- (18) Kumar, S.; Chatterjee.; Padhye, R. and Nayak, R. (2016) *Designing and Development of Denim Fabrics: Part 1 - Study the Effect of Fabric Parameters on the Fabric Characteristics for Women's Wear.* *Journal of Textile Science & Engineering.*
- (19) Nagori, N.A., 2017. "Old denim new look. An approach towards reuse in upper garments. *International Journal of Current Research* 9 (12), 62327-62330.
- (20) Chen, D. and Ha, J. (2016) *Fashionable styles and information sources: an exploratory study of Hangzhou, China*
- (21) Rahman. (2015). Denim jeans: A qualitative study of product cues, body type, and appropriateness of use. DOI: 10.2752/175693815X14182200335691 Retrieved from. <https://www.ebay.com/itm/New-Fashion-Womens-Denim-Lace-Mermaid-Skirts-Summer-High-Waist-Jean-Long-Skirts-/dp/B01IH8PMYK>. Retrieved from. <https://www.pinterest.com/pin/760967668271329815/>
- (22) Mermaid-Skirts-Summer-High-Waist-Jean-Long-Skirts-. Retried from. <https://www.amazon.com/AvaCostume-Womens-Vintage-Embroidery-Bell-Bottoms/dp/B01IH8PMYK>. Retrieved from. <https://www.pinterest.com/pin/760967668271329815/>
- (23) Radhakrishnan, Sh. (2017) *Denim Recycling. Textiles and Clothing Sustainability. Recycled and Upcycled Textiles and Fashion. Textile Science and Clothing Technology.* ISBN 978-981-10-



- 2146-6 (eBook). Springer Science +Business Media Singapore.
- (24) Egyetem, Ó. (2015) Denim Fitting & Finishing: Challenges on High-Quality. International Joint Conference on Environmental and Light Industry Technologies. Budapest, Hungary Obuda University XDKRTX. Retrieved from <https://outfit.weddingideasmax.com/21-fashionable-jeans-stylish-and-casual-dresses-for-women/21/>.
- (25) SIEGEL, R. (2008) Getting an Industrial Design Job, Industrial Designers Society of America <http://www.idsa.org/getting-industrial-design-job-ritasue-siegel-idsa> [accessed August 8, 2012]
- (26) WILLIMAN, N. (200. Oh Yoko. Retrieved from <https://www.pinterest.com/pin/573153490072415684/?lp=true> Retrieved from. <https://www.praquemtemestilo.com/2019/08/inspiracao-modelode-calca-nada.html>.
- (27) Sara lichouhan. (2013.) Retrieved from. [Http.salarichouhan.wordpress.com](http://salarichouhan.wordpress.com) Retrieved from. <https://www.pinterest.com/pin/300615343875696948/>
- (28) MacArthur. Foundation. THE JEANS REDESIGN. PARTICIPATION REPORT December 2019. Retrieved from. [https://www.ellenmacarthurfoundation.org/assets/downloads/JeansRedesign\\_Participation-Report\\_DEC-19\\_Compress.pdf](https://www.ellenmacarthurfoundation.org/assets/downloads/JeansRedesign_Participation-Report_DEC-19_Compress.pdf).
- (29) Greenpeace, Dirty laundry: unravelling the corporate connections to toxic water pollution in China (2011), p.70.
- (30) Greenpeace International. (2011) Eleven flagship hazardous chemicals
- (31) KEMI, Chemicals in textiles: risks to human health and the environment (2014); Greenpeace, eleven flagship hazardous chemicals; Changing Markets Foundation, Dirty fashion: how pollution in the textiles supply chain is making viscose toxic (2017).
- (32) Retrieved from. <https://www.revistaartesanato.com.br/como-customizar-calca-jeans>.
- (33) Aninha. (2013) retrieved from. <https://schoolfriendsfashion.blogspot.com/>
- (34) Escola de pintura. How to Make Fabric Napkins with Tie Dye Paint. Retrieved from. <https://www.escoladepintura.com.br/como-fazer-guardanapo-de-tecido-com-pintura-tie-dye/>.
- (35) Women Daily Magazine Newsletter. October 19, (2018). Retrieved From. <https://www.Womendailymagazine.Com/11-Creative-Ways-To-Use-Embroidery-Patches-On-This-Halloween-Day/>