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## The Effect of Minimalism Art on the Design of Iranian Women's Evening Dresses: Inspired by the Form and Color of Yazd Traditional Dress

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### **Abstract**

In the 20th century, after the Russian revolution, artists were able to form a trend based on abstraction and geometry, which, by giving importance to the perception of the audience in various fields of art and architecture, has the purity of design in the use of visual arts elements. The current research, which was prepared by descriptive-analytical method and referring to reliable library, visual and electronic sources, with the aim of achieving minimalistic characteristics in fashion and clothing and its application in the design of Iranian women's nightwear inspired by the form and colors It is the traditional dress of Yazd province.

The minimalist style in fashion design by avoiding individuality, regulating shapes, not using decoration, using new production methods in fibers, valuing fabric, key use of colors, curved and straight lines and subjects was able to make simple clothes. Market items for women with the most functionality, comfort and freedom in mass production. On the other hand, the use of this feature in the current research shows the adaptability and flexibility of the main design lines, cut and color of the traditional clothes of Yazd province with the minimalist style.

**Keywords:** Minimalist, Yazd traditional dress, Women's evening dress, Form, Color.

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## 1. Introduction

Fashion has recently been instilled and expanded into the community as the dominant taste by the owners of this industry. Fashion has undergone many changes along with changing patterns of clothing consumption in societies [1]. Fashion in the clothing industry has become the dominant consumption phenomenon in many societies and has caused very important changes in the industries and economies of countries in addition to changing the cultural and behavioral relations of these societies [2]. It has also historically created different relationships, behaviors, and social currents and artistic styles that have manifested themselves throughout human life. One of the most distinctive of these styles is minimalism. Minimalism is a movement towards reducing and eliminating external manifestations to conceptualize the subject with the famous slogan "the least is always the best" [3]. Minimalism is an art style that is generally regarded as opposed to the abstract expressionist movement. It is a movement whose main purpose is to express the inner human being, especially emotions such as fear, hate, love, and anxiety. In expressionism, the artist uses harsh colors, distorted shapes, and rough lines to evoke intense emotions. However, in minimalism, the artist bases his/her works and expression on the simplicity of expression and simple methods devoid of the usual philosophical or quasi-philosophical complexity [4].

Minimalism refers to a very important subject revolution and the last major current of modernists, and everything that comes after it is known as postmodernism [5]. The most important features of minimalism are simplicity, brevity, repetition, seriality, reduction of the object to precise and dry geometric shapes with sharp edges, the use of uniform forms and generally cold and industrial colors, the rejection of deep philosophical concepts and any historicism, and the emphasis on direct, one-time, and general perception. Most modern philosophies can be considered minimalist because they use only a limited number of valuable objects as all the things that a human being needs for life [6].

As the name implies, the style of minimalism in clothing design means the minimums and simplicity in the style of clothing in fashion design, where simplicity is the focus of attention more than any other element. The style was introduced in fashion and clothing design as a process for creating works of art in the 1960s and found an opportunity to show itself more in sculpture and painting than in other fields. This style, however, gradually opened its way to the world of fashion and clothing and has now become one of the most widely used and popular styles of fashion and clothing design in the world. It was introduced in opposition to consumerism and luxury, with simplicity as its motto [7].

In this style, it is not important whether the clothes are feminine or masculine but whether they are practical. Clothes in the style of minimalism are worn easily and quickly, and you will be well-groomed and handsome in a short time. This style uses minimal accessories like a simple belt. The colors used in the clothes of this style are mainly neutral and soft, such as white, black, cream, gray, etc. [8]. In this style, the person easily knows what he/she wants to wear. Therefore, he/she will not be confused every day about what his/her clothes will look like today. In this style, colorful additions, accessories, and items of clothing are removed and replaced by uniformity. This style introduces a new classic approach in the world of fashion and clothing design, which is associated with simplicity, dignity, purity, and avoidance of decorations. This view was mainly raised by the influence of art in the world of clothing design. Some of the fashion world approaches to using the art of minimalism are to avoid curved lines and to use straight ones. This style contrasts with the Baroque style.

Characteristics of the Baroque style include freedom of design, a large number of shapes, and their fusion [9].

The current research is an attempt to bring the concepts of the two categories of minimalism art style and Yazd traditional dress closer, in order to achieve and apply a pleasant combination of the visual aspects of these two categories in the design of modern Iranian women's evening wear.

## 2. Design and implementation process

### 2.1. Storyboard

The implementation of the practical part of the project began after studying and knowing the history and characteristics of the art of simplism by preparing images of subjects related to this art, especially simplistic works in the field of fashion, and preparing a storyboard. Based on the title and purpose of this research, images of some traditional fabrics have been included in the design for inspiration and integration with other images, which were chosen only according to the researcher's taste.



Figure 1- Storyboard

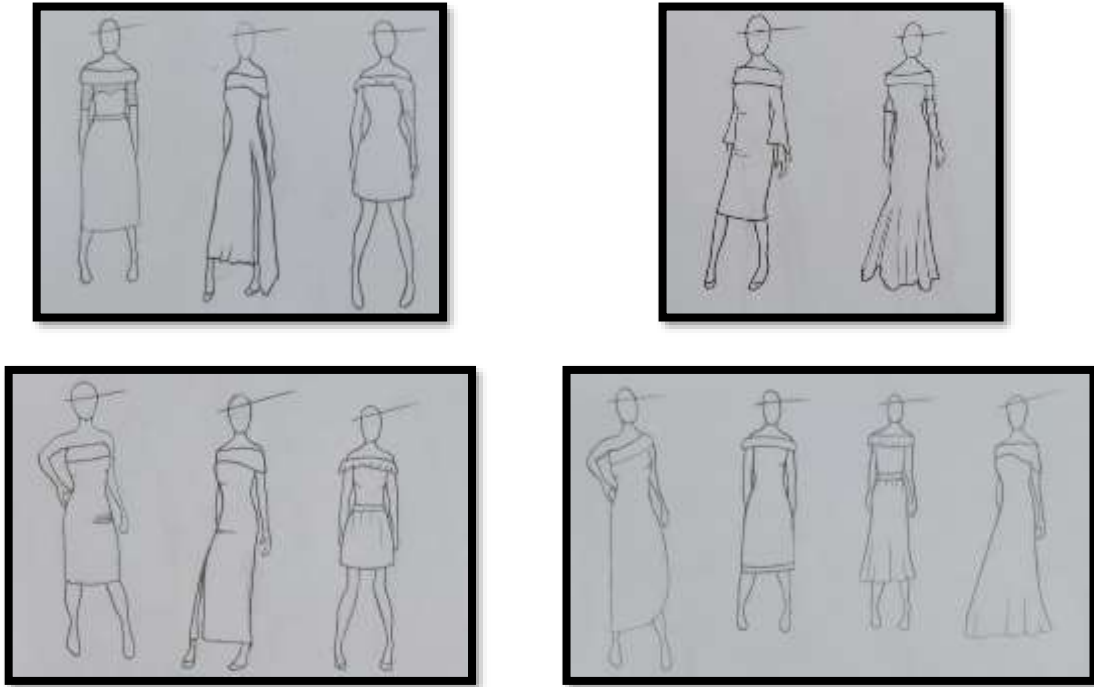


Figure 2- Initial etudes

At the end of the design section, 3 designs were selected from among the preliminary designs made by the advisors and consultants, and these designs were also examined in terms of color in the next step.

## 2.2. Color etudes

In order to achieve the best color combination for each design and also to maintain the unity and harmony between the designs of the collection, sometimes one example of the color combination was not enough, so the initial studies were designed digitally with Marvelous Designer software, and then the color changes were made with Adobe Photoshop, considering 3 color samples of each 9 designs were designed and illustrated.

## 2.3. Draw the base patterns

After the design stage and selection of the final designs to implement the designs in the form of clothes, pattern making must be done first. Modeling was done by Mueller's method in size 36.

Based on the initial patterns drawn, the desired modeling was done for each of the 3 designs. For many designs, the back cut and front cut along the space under the pincers were removed and the necessary changes were made in the base pattern.

After the completion of pattern making, the required amount of each color and type of fabric was calculated in the most ideal arrangement of the pattern pieces to consume less fabric and the smallest distance.

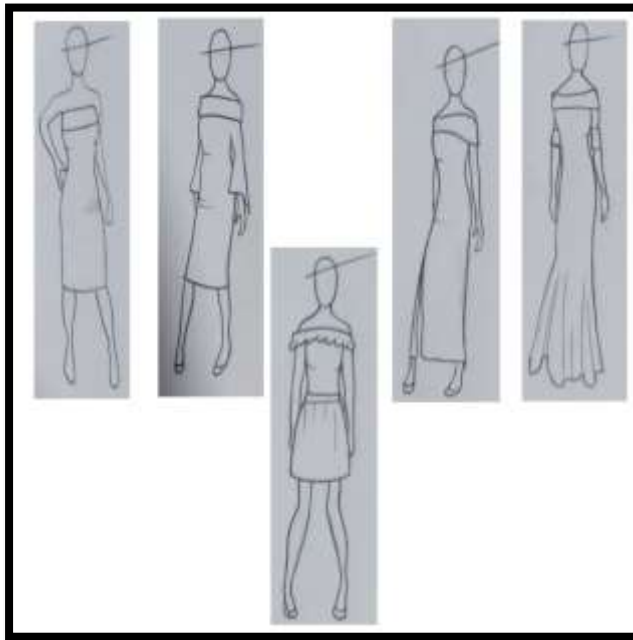


Figure 3- Approved etudes



Figure 4- Color etudes

At the end, among the color etudes, the best combinations were selected for the next steps.



Figure 5- Approved color etudes

#### 2.4. Cutting fabrics

The required fabrics were prepared according to the calculated sizes and the desired colors from the best materials (crepe Mervijet and crepe floras).

#### 2.5. Sewing

The fabrics used for the clothes were non-elastic in terms of material, which was done using a home industrial wheel (Jack industrial wheel) and ordinary overlock machines. The sewing of these clothes is time-consuming due to the stitching and special ironing during sewing, and in many cases hand sewing and sewing. Hidden zippers and hidden buttons are used in all the clothes.

### 3. Discussion and review of the final works

#### 3.1. Design number (1)

In this design, it has been tried to use minimum cuts and motifs according to the characteristics of minimal, which is based on simplicity, and also in choosing the color of these clothes, the colors of the poetry fabrics, which are traditional fabrics of Yazd, have been used. Additions and colorful items should be removed and replaced by one hand and one color.



Figure 9- The final stitching of design number (1)

#### 3.2. Design number (2)

In this design, in addition to minimalism and removing extra decorations and not using accessories such as belts and removing under-chest clips, in the skirt part, an idea has been taken from the spaciousness and comfort of traditional clothes, and from the color red, which is one of the most used colors. It is used in ikat fabrics, and avoiding curved lines and using straight lines expresses the art of minimalism.

#### 3.3. Design number (3)

This design includes a pleated neckline and a semi-cloche skirt, which, like the previous models, is accompanied by not using any kind of pincers, minimal cut and avoiding decorations, and neutral and uniform colors such as white and black, which are the characteristics of minimal style is used.

#### 4. Conclusion

Studies show that the rise and rise of styles such as Fauvism, Expressionism, Abstract, Cubism, Futurism, Constructivism, Surrealism, Neorealism, Ap Art, New Realists, Pop Art, and Conceptual Art, each in the era of Postmodernism in volumes, different mechanisms and time periods were formed and interacted with each other, which led to some of their characteristics leading to the formation of the minimalist style due to the characteristic of postmodern pluralism.

Simultaneously with the formation of these events in the west, in the east, and especially in Iran, due to the expansion of commercial, political and cultural relations with Europe, which had reached its peak during the Qajar and Pahlavi periods, it caused the art of Iran, especially in the field of fabric design and Clothing underwent transformations, which, of course, were influenced by successive styles that occurred in the West. Therefore, Iranian clothing, especially women's clothing, lost many of its traditional characteristics and took on the characteristics of the postmodern era.

In this research, an attempt has been made to combine modern and ancient Iranian art styles and to better understand the evolution of contemporary fashion. The most important visual aspects in the traditional clothes of Yazd Province were the identification of the artistic effects of minimalism and the design of women's clothes inspired by the style of minimalism.

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