

Textile products between design, marketing and development to reach local and global competitiveness

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❖ **Abstract:**

Textile design is a self-developed art with the technological development that we can reach. It is a major artery for every free economy. It creates an incentive for the demand of the product by the consumer based on the design, the material and the price. The art of textile design carries a high value of cultural, artistic and economic influences in our modern society. Creativity in the design of textiles is a state of the mind of human innovation, which appears to find ideas and methods of extreme novelty and uniqueness to constitute a real addition to the total human production daily.

Creative marketing also depends on the energy, imagination and new ideas that match the age in the marketing of products instead of the traditional methods of marketing and lost its effectiveness in the consumer there are modern methods of marketing must be relied on in the marketing of textile products. We see that the Egyptian decorative elements inspired by the arts and the various heritage with its high aesthetic value is not repeated in the countries of the world, in addition to the distinctive Egyptian natural produced natural materials such as cotton, linen, wool and other raw materials in addition to skilled labor all these factors Exist in many countries of the world, this is a distinction, but the real problem is in the presence of modern methods of marketing, which promote the Egyptian product of textiles, which are working to achieve a competitive ability worthy of art and raw material Egyptian.

And when the applied arts created by the human to add the benefit and the function of the performance of things to add value aesthetic love of man and close to the things that are used in his daily life and the application of this method after the great industrial and technological progress in the present time requires the designer to conduct research and scientific studies to remove The product is new, characterized by functional ability and aesthetic touch, especially after the expansion of product marketing and the great scope for competition and promotion, hence the need for design and the need to establish the foundations and assets to become aware of his studies and research, Designed and followed by the integration of art and industry, regardless of the type of product designed design plays a large role in industrial production and has a key role in small industries and the design of science and beauty is based on the system contains among him The value of aesthetic aesthetics, but need special information in multiple areas so that all the factors that make the design successful and acceptable to the consumer and the word design can begin to develop a plan that adapts the mind and does not start drawing or building work, but this is done after all studies and Research needed for new product From studies in marketing, production and design.

The design is that we develop a layout or a goal or a presentation and this planning is a perception in mind is aware of something specific adaptive design is a translation of a specific subject and the idea of a purposeful design has to do with the purpose and function required

for design using the means of implementation of the idea and the idea of design has to carry in its aspects artistic and aesthetic values to enhance the taste of the viewer or the consumer and design is not a unique phenomenon subject to a purely psychological process, but it is a cultural fact rooted in the core of the social soil of the environment in which the designer lives and what distinguishes the designer is the ability that makes the viewer feel When watching His design is that he sees it for the first time so the difference between the designers is not only in the way of creativity, but due to the different patterns of their personalities as well as to the different cultural influences that are subject to them. The design consists of a group of elements linked together and contribute to the aesthetic values distinguished for this work and the success of the design is to combine the elements of the technical and before the designer begins to carry out the design plan gathers many information and conducts various studies on the market and the consumer before starting to put on the market all means Until its end.

The product design stages are summarized as follows:

The first stage (the study of the problem): The research and previous studies are carried out on similar products of the proposed product and include the following scientific aspects: marketing, design, technology and costs, product relationship with man and the environment (environmental sciences), ergonomics, communication. The study of some of these aspects in some products and not all the information is then collected and then begin to analyze this information and reach them to the results that determine the initial shape and size, number, raw materials, colors, movement, etc. The proposed product and after evaluating the results we get the requirements of the proposed product.

The second stage (the development of design solutions for the proposed product): At this stage highlights the role of the designer and put different design solutions for the product and its parts, which achieve the goals of functional and aesthetic.

It is important that the designer recognizes the new and potential trends in the design of the other goods that are placed with or beside the proposed product. If the proposed product is a carpet, the designer must know the curtain fabrics, upholstery, furniture, etc. All these objects represent Units connected with each other in a place and one. The designer must obtain a general sense of the expected shape of the place where this commodity is designed in order to reach the production of a salable commodity. The objectives of this stage are to reach a complete product development, in its final form, preliminary production samples and preliminary plan for manufacturing the proposed product.

Phase 3 (Evaluation, Modification or Development): The proposed product designs are presented to the sample of consumers who are likely to purchase this product (or the social group with the ability to purchase the product) either by presenting the consumer feedback form for this product Their observations or a laboratory experiment by displaying the product on a sample of the touch.

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