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TÍTULO: Evaluación de la creatividad pragmática en el diseño de vestidos del 2º Festival Internacional de Moda y Ropa de Irán basado en el Patrón Técnico Scamper.

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RESUMEN: La humanidad siempre ha estado pensando en cambiar el estilo de su cobertura. En esta investigación, se ha intentado evaluar la tasa de creatividad. La pragmática se evalúa en las batas (social / exhibición) del 2º Festival Fajr, que es un método analítico descriptivo con un enfoque cualitativo y tiene una biblioteca de propósito práctico y un método documental, que se han utilizado para recoger datos. Los resultados mostraron que el patrón más adaptado y el patrón de minimización se ha asignado a sí mismo el porcentaje más bajo de frecuencia de patrón de corretaje en los diseños de vestidos (social / display) del 2º festival de moda y ropa Fajr en la comunidad.

PALABRAS CLAVES: diseño de ropa, creatividad, patrón técnico scamper.

TITLE: Evaluation of creativity pragmatics in the design of gowns of the 2nd International Fashion and Clothing Festival of Iran based on the Scamper Technical Pattern.

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ABSTRACT: Humanity has always been thinking about changing the style of its coverage. In this research, it has been tried to evaluate the rate of creativity pragmatics is evaluated on the gowns (social / display) of the 2nd Fajr Festival, which is descriptive-analytical method with a qualitative approach and has a practical purpose library and documentary method has been used for collecting data. The results showed that the most adapted pattern and the minimization pattern has allocated to itself the lowest percentage of scamper pattern frequency in the designs of gowns (social/display) of the 2nd fashion festival and Fajr clothing in the community.

KEY WORDS: clothes designing, creativity, scamper technical pattern.

INTRODUCTION.

Clothing and wearable, according to their characteristics and features, are one of the objective and imaginative examples of the culture of each community, in other words, always part of the culture of community is embodied in the clothes of the people of that community (Roach-Higgins & Eicher, 1992).

In today's world, the role of clothing in the beauty of the individual and its effect on personality and fitness and showing culture has become more important. So that creativity and innovation in clothing can satisfy one of the most basic needs of the community (Carter, 2003). Therefore, creativity can have a significant effect on the design of clothing, and for its evolving creativity

assessment, scamper technical pattern can be used to evaluate the level of creativity in clothing designs (Cacoub et al, 2011).

Many studies have been done in the field of creativity and clothing and have been analyzed and evaluated in a variety of ways, such as semantics, identitism and aesthetics but little research has been done on the relationship between creativity in clothing. But what is evaluated this study for first time it has been assessed the creativity in the designs of the gowns (social / display) of the 2nd festival of fashion and Fajr clothing which evaluates and identifies the amount of creativity in gowns designs (Entwistle, 2015; Van Buren & Wieck, 2011).

DEVELOPMENT.

Purpose of the research.

Investigating the position of creativity and evaluation of creativity amount in the works of selected clothing designers of Iran in the 2nd festival of fashion and Fajr clothing of 2013.

Spatial and temporal area of the research.

The Iranian national fashion and clothing foundation is the organizer of the fashion festival and Fajr clothing Festival in Iran, which is holding for several consecutive years. Under the supervision of the Office of Islamic culture and guidance and the Iranian national fashion and clothing foundation (Tehran), fashion festival and Fajr clothing will be held. In this study, in 2016, has studied the designs of the gowns (social / display) of the 2nd fashion festival and Fajr clothing of 2013.

Gown.

The gown is a French word means to cover or a slip-on that is worn on other clothes. Today, gown has administrative, cultural, religious and even political functions in Iran.

Creativity and its goals.

In the past, creativity was considered synonymous with genius. The Greeks have accepted a word called the devil, which has been reincarnated in the spirit of the human spirit and has made them with fantastic abilities. According to Aristotle, genius is accompanied by insanity, without which it does not meaning without it. He considered insanity to be a disappointing spirit from God. The thinking of synonymy of creativity continued from genius to renaissance. In this period, people found that creative ideas did not go beyond their minds, but also they became a part of their intellectual process (Afshar, 2004; Borisova et al., 2017; Akbari & Babaei, 2014).

The main goals of a process of creative thinking, is thinking beyond the boundaries of existence, curiosity, logic, ordinary ideas and formal methods, reliance on the various alternatives, are alternative solutions (Barnard, 2013; Elahi, 2010).

Scamper.

The basic use of this technique has been designed based on individual thinking, which can also be very useful for groups. The main purpose of this technique is the power of imagination to move it in different directions and dimensions.

Replacement.

Changing this instead of "that" is not limited to objects, but also with this type of questions, places, people, emotions and even ideas can be moved and replaced. Many of the valuable new ideas have been gained through search for finding a succession for something else. Succession goes so far as to be able to do something with nothing, and then replace anything with something else. Sample examples:

What items can be replaced instead of fabric?

Can be changed or replaced part of the pattern structure?

Can be replaced our idea with multiple slices in the design of the gown?

Can be changed our tendency or feelings in the design of clothes?

Compound.

A great part of creative thinking involves combining previous ideas, products, and services to create something new. Most of the ideas are achieved from the compound to the extent that some believe that synthesis is considered the basis of creativity. Sample examples:

What kind of fabric can be combined with each other?

What are the combined tools with designing gown?

What things can be combined with fabric to design a new fabric?

What things can be combined with a cloth to increase the number of users?

Adaptation.

Think to adaptation of existing ideas to solve your problem. Probably the way out, your solution has already had existed. Remember that all ideas and inventions have been adapted to a degree. It is worthwhile to search for all possible similarities in any attempt must be searched to searching ideal.

Of course, the meaning of the conjunction should be used for this purpose. Sample examples:

Is there a similar thing that can be adapted from gown?

What kind of look can be used to the fabric in our idea?

Is there something like a gown in different circumstances?

What other ideas are outside of the context of the design of the gown, which can be adapted?

Magnification.

A minor change can affect a large scale in terms of ideas or thinking. By designing these types of questions, we guide the imagination power into new ideas. Comedians make a lot of use through a small change that creates a new dimension, while they really do not create anything new; for

example, only by changing the subject in a sentence from Rasht accent to Isfahan accent or Qazvin accent, the subject is completely changed.

However, by asking questions about how to make the change, the mind will notice new issues that may end with a new idea. Also, search for magnification is an important part of the scamper technique. Enlargement questions include the unlimited possibilities that can be achieved through aggregation and multiplication. Sample examples:

What parts of the gown can be magnified or exaggerated?

What can be duplicated in the design of clothes? Can be created several copies of it?

Can be added more features to gown or added in some way to its value?

How we can change the design, color, stamp of the fabric and....?

Applying for other uses.

Think about how you can apply your current idea to other uses. In many cases, an idea can only be enlarged by using it differently from the original image. One of the key ways in creativity and the idea of finding other and new applications for products and services are available. Sample examples:

What are the cases to spend money can be used on sewing the gown?

How to change the overall pattern to fit the new gown?

If we did not know anything about clothing, could we understand the idea of the Fajr Festival gown?

Can this idea be used in markets or other businesses?

Remove or minimizing.

Sometimes we can increase our creativity by devising ways to minimize it. To do this, we need to focus our search on fewer values. In the process of minimization, we can use divisive, separation and knockout questions to guide the mind toward idea making. Sample examples:

How to make simpler the pattern of gowns?

What parts of the gown can be removed without changing the function?

Can be divided gown designs into different parts?

What parts can be removed from the gown design?

Rearrangement or inverting.

Therefore, sometimes it is appropriate to replace the effect and cause of the change; it may be due to this, or vice versa, as what it seems to be reason apparently, to be questioned may be cause.

Sample examples:


How else can I change the placement of the gown slices?






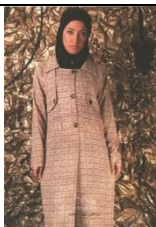
Is there a pattern, layout or other sequence that can be used?








What happens if it's exactly the opposite of the original pattern?








Which order may be better in the gown structure?








Analysis of the magazine (social / display) of Shima (Source: Authors).








	Image	Design name	Color	Design	Fabric gender	General features of clothing
1		Rangink aman	Dark Blue	Simple Patterned	Tergal	Gown order, Cassette cutter, Rainbow striped fabric combines with simple cloth, which is dominated by simple cloth gown designs.




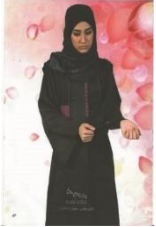



2		Ara	Black	Simple	Tweedy Satin	Gown order, Filth Blue pocket with embroidery bracelet, 7-neck is made up of Satin fabric.
3		Noghoosh Hendsi	Green	Simple	Brocade	Gown order, Linen collar, Embroidery Sewing on Waist and Sleeve and stitching stitches on the stitch edge.
4		Setare	Purple	Simple floral	Karbas	Gown order in the upper part of the front is the combination of floral fabric with simple and bearded and in the front line, the bloom is decorated.
5		Gole Parandeh	Blue Red Black	Simple	Tergal	Simple gown with standing collar, with several cuts in the waist and chest line, and is made up of a combination of simple colored fabrics in a collar and gown.
6		Sabzeh Talaei	Green Gray	Simple striped	Bengal striped	Sheet-cloth gown with cloves sleeves, combination of striped and simple fabrics has been used.
7		Paez	Chocolate Cream	Tiled-form	Broadcloth	Gown with packet with men and brick-shaped collar combination, Yuk is in the upper part of the front.
8		Sad	Crimson Red	Simple Patterned	Tergal	Gown order, combination of multi-color embroidery fabric, homosexual in the front of the center line which has been placed on a gown's Roman cut.






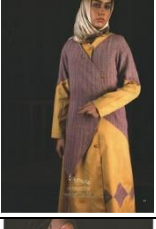

9		Nasim	Black Gray	Simple Battehjag he	Crepe Cashmere	Non-symmetrical modeling gown, simple sleeves, on one side of the gown, it is tiled as a cutie and on the other side, and underneath has been used a patterned cloth.
10		Ghoos	Black white	Simple Patterned	Leonard	Gown order, round collar, cloth ball cloth in the upper part of the front and headed and dominated by white gown.
11		Yasamin	Black Crimson Mustard	Simple	polyester	Simple gown by combining men's and open 7-neck, embroidered bracelets, use of same genders and simple in sleeves.
12		Lam	Mustard yellow Crimson	Simple Patterned	Tetron	Gown front-end, patterned cloth combination in the front part of the gown and the overhead, which is dominated by the Mustard gown.
13		Termeh saman	creamy Brown	Simple Traditiona l Embroide red	Denim Tergal	Gown order, cut in the collar and bottom edge of the gown and the headwoman used by another fabric on which cashmere linen was used with decorative sewing.
14		Hooraz	creamy Brown	Simple Traditiona l Embroide red	Gonchi	Gown jacket with collos, men's collar, sleeves, embroidery on the front of the gown and head .sleeves with traditional designs
15		Mihan	Green Crimson	Simple embroider y	Prada	Long Linen gown, Linen felt that combines a Simple and Patterned fabric that uses patterned Patterns in the front of the gowns, elbows and wrists.

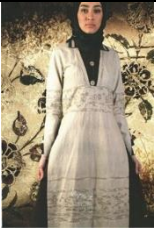






16		-	Brown creamy	Simple Traditiona l Embroide red	Bengal	Gown von, using a colorful embroidered fabric on a gown skirt and head sleeve.
17		Bahar	Brown	Simple striped	Moore	Two-piece gown, using striped fabric for a smooth, short sleeve, and a simple underside of a gown on which the linen fabric used is striped.
18		Sormeh	Black Gray	Simple Embroide ry	Wreathy	The Simple gown with Linen, which is Satin, is used in the lower part of the front of the gown, and is made of simple fabric in the form of a strip in the center line of the front.
19		Rangink aman	Brown Blue	striped	Mouslin	Loose gown, Linen C-collar, side-cut, sleeve head and bottom of the gown, which is made up of a simple striped fabric.
20		-	Cream Brown	Simple Patterned	Crepe	Embroidered gown made of embroidered sleeveless head and a c-shaped cuff lined with embroidered stitches.
21		Darvish doozi	Earthy	Simple Darvish Embroide red	Moghada m Tweedy	Gown front linen, embroidered sewing embroidery in the upper and lower parts of the head.
22		Ghonche h	Gray Nobel	Simple Patterned Batteh jagheh	Wreathy linen	A long, double-knit gown, an embroidery piece, with a crocheted skirt, and a simple piece of cologne that uses a crescent-shaped on the front of the cloth and collar.








23		Noroozi	creamy	Simple Batik painting	Flax	Linen gown, with a cord cut and a cut on the waistline that has been designed on the upper part of the front, and the waistline and sleeve of that painting, Batik.
24		Botte chogheh	Moss-green	Simple Batik painting	Flax	A long robe own decorated with embroidery on the bottom of the gown.
25		Lida	Acer Black	Simple Patterned	Denim Poplin	The two-piece gown is a lower piece with slotted sleeves and a smooth cut on the side of the shaft; the front piece is open and taller than the lower part with a short sleeve and a curved cut in the center line of the front.
26		Kamand	Blue Yellow	Simple	Tergal	Gown order, waist-sleeved, Simple linen sewing on the front of the gown.
27		Sapadan poosh	Jasper- Green green Black	Simple embroidery	Sweater	Lumbar gown, Simple, gown breechcloth, wrinkle in Waist which closes with the clasp in the lower line, and its sleeve is regular.
28		Naela	Black	Simple	Silk	The Long and Simple cloak gown accompanied by Silk cape
29		Mahpar	Dark Blue Red Patterned turquoise	Simple embroidery	linen Linen	Front closed gown, with simple collar with three-button collar and cut in front of the carver which is made up of a combination of simple and embroidery fabric in cuts of the front section.







30		Sepehr	Crimson	striped Patterned	Gabardine	The front linen is made of linen, which is used in the upper part of the front by combining the embroidery fabric and the embroidered sleeve head.
31		Shahrzad	Black Red	Simple	Crepe	Gown order, use of the Linen, which is decorative sewing on the head and collar.
32		Aghaghia	chocolate Brown	Simple	tweedy	Simple hooked gown, using a decorative ribbon in the carver section and the center line of the front and head of the sleeve.
33		Jenaghi	Black Bubble Blue	Simple	Crepe Jacquard	Simple one way gown is a combination of windbreaks in the upper part of the front, shoulder head and sleeve head.
34		Sezheh	Black white	Simple Patterned	linen Tergal aberrant	Two-piece gown, a simple underside, a Shomizieh collar with a waist-sleeve, and the upper piece is an open rounded collar, curved sleeves with a curved cut in the middle part of the front, and the use of rhombus Linen on a gown's upper side
35		Sanaz	Brown Orange	Simple Patterned	tweedy	One-sided long gown, Linen embroidered with decorative stitching on the front and head sleeve of clothes
36		Roosha	Dark Blue jube	Simple	Wreathy	A long gown, combined with a simple cloth in the front of gown on which the Batik painting is done


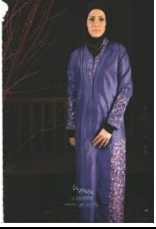





37		Aghaghia	Coal Black	Simple	Wicker tweedy	Two-piece gown, Simple underside, upper piece is Simple Wicker-shaped, with loop sleeve that is behind gown to the waistline
38		Ranginkaman	Black	Simple Patterned	linen	Long gown, the low part of gown is used embroidered linen as linen.
39		Espadan poosh 4	chocolate	Simple Batik painting	Flax breast	Gown with double cuts on sleeves and front of the gown, decorated with Batik painting
40		Sayman	Black Purple	Simple	Jacquard	Gown with braid cuts in the upper front and Kolch's sleeves.
41		Mahboob baran	Black	Simple	Crepe	Cloak gown with Klosh sleeves and Linen, which leather rhinestones are on the front of the gown and sleeve
42		Bastiyan	Brown	Simple Embroidered	Lenin	Long gown, cut in the carver front, standing collar and decorative stitching on the shoulder and side of gown
43		Espadan poosh	chocolate	Simple Batik painting	Felt	Gown with Shomizye's collar with diagonal cuts on one side of the front part which is decorated with Batik painting

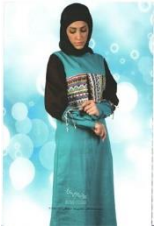






44		Yooska	Floral Dark Blue Crimson	Simple floral	linen	Linen closed front gown, a combination of simple and floral fabric in the upper part and the envelope sleeve
45		Bikaran	Dark Blue	Simple	Velvet	Gown, using decorative sewing on the head of the sleeve and collar.
46		Iran	chocolate	Simple Patterned	Bengal	Long gown which is used patterned fabric in one side of front
47		Bibi ryhaneh	Black white	Simple Patterned	linen	The a two-piece gown that upper of the fabric is an open embroidery
48		Chador shab	Green Red tape	Simple	Poplin	Gown, Linen sleeve, lacing on the waist and head of the sleeve and the front line of the gown.
49		Armagh an	jasmin Mustard	Simple striped	Tergal Musselen	Gown with diagonal cut on the sleeve, and a simple and patterned cloth that patterned fabric as linen is used for decoration
50		Raha	Dark Blue jasmin creamy	Simple	Tweedy	Gown with Linen shaped cuts by a combination of two colors.








51		Samir	Gray Nobel	Simple Embroidered red	Gonchi	Slotted closed front gown, cut in the wrist, a combination of two simple and patterned cloths, and a shomizye collar
52		Arad	Golden	Simple	Tergal	Gown, cord cutting and cutting on the waist, pocket-like, collar of seven-like.
53		Sepidar	Gray	Simple Embroidered red	Glenn Chek	Simple Free gown is embroidered on the front of the gown and the elbow is embroidered, and the sleeve wrist
54		Roja	Black Gray	Simple striped	Gabardine	Simple gown, Blue Pocket, which is a combination of two cloths.
55		Kermanaj	Jasper- Green green	Simple Embroidered red	tweedy	Gown is with waistline, two-piece skirt, embroidered on the upper part of front and head of the sleeve and the edge of the skirt is the upper of gown
56		Mirad	Bright green	Simple With traditional design	Viscose	Simple loose gown with Linen, that Cashmere is in the front of the center line.
57		Golvareh	Black jujube	Simple Patterned	Crepe Cashmere	Linen simple gown, waist sleeve, Linen Traditional open collar, embroidered on the front of the gown







58		Morshid	Blue Orange	Simple	Linen pulpy	Simple closed front gown, , combining a painted fabric on the collar, elbow and margin of gown
59		Chalipa	Black Gray	Simple Patterned	linen	Gown with a cut on the waistline along with Linen that skirt of gown is folded from waistline and a traditional collar at the edge of the skirt and a waist sleeve.
60		Parvaz	Black Gray	Simple Cashmere	Crepe Cashmere	Long gown, round collar, combined with Cashmere fabric in the front of the center line, front carver and head sleeves
61		Talayeh	Golden	Simple Patterned	Wreathy Faulkon	Robe gown, sleeve is embroidered breast.
62		Dayan	lemon-colored Red	Simple	Crepe	Long coat gown, combined with Patterned fabric, used in sleeves and collar.
63		Milan	Black Purple	Simple	Crepe	Gown with American collar and Blue pocket
64		Khatan	Dark Blue	Simple Embroide red	Poplin	Simple Gown with decorative sewing

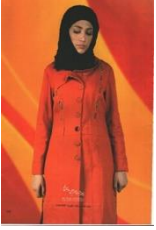





65		Panjpar	Green	Simple painted	Truira	Gown with a secret button, a slippery sleeve, the fabric is painted with Batik paintings.
66		Darya	Cream chocolate	Simple	tweedy Satin	Simple gown is with a cut in the sleeve head, a secret button, the upper two-piece, the B-B collar.
67		Aghaghi ya	Black	Simple	linen	Simple cut gown braided
68		Fastooni	Dark Gray	Simple	Tweedym oghadam	Gown with English collar and Blue pocket
69		Yas	Purple Patterned	Simple checkered	Flax Pepita	Simple gown, Arshal two-piece collar, Pocket, and combination of Tiled-form and Simple fabric.
70		Roomi	Black Yellow	Simple	Crepe breast	Simple one-color gown decorated with Roman shawl.
71		Nasim dar abshar	Blue Gray	Simple Patterned	linen	Kimono front closed gown, two-piece, which is used in combination with floral and simple fabric and is closed with a belt








72		Goldar	Black	Simple	Bengal	A half-klosh gown, one side as a shawl on gown, a waist sleeves, and embroidery flowers.
73		Mahoor	Purple	Simple Patterned	Wreathy	Long gown, embroidered in the upper part of the front, cut in front of the dress, Gigo sleeve, in the collar of sleeve, and the cut of the paintings of Batik.
74		Tina	Black Red	Simple	Crepe	Gown with Arshal collar, Blue pocket and braided
75		Modern and Sonnati	Black	Simple Cashmere	linen Silk	Simple gown with Cashmere Jasper-green in collar, bottom place and sleeve head decorated
76		Prirokh	Purple Cream	striped Simple	Georgette Woolen	Traditional gown, decorated with Jasper-green lacing, embroidered in upper front and a linen skirt gown.
77		Nilooфар aneh	jasmin Black white	Traditiona l busy plan	linen	Arshal Linen collar gown with added accessories on the bottom of the gown.
78		Morgan (shekarc hiye aho)	chocolate	Simple	Flax	Simple gown with long collar, Blue pocket with leather on gown.








79		Sanjagh ghofli	turquoise-coloured Brown	Simple Patterned	Tergalaberrant	Long closed front gown with cut in carvar of dress and combine with geometric embroidery fabric.
80		Termeh	Mass-Green Blue Brown Green Pistachio-colored	Simple Patterned	Gonchi linen	Simple gown without Sasson, cut in the collar, sleeve, and bottom of the gown, and the combination of simple and floral fabrics is used.
81		Aftab gardan	Acer	Simple striped	Viscose	Long gown without cutting combined with striped cloth.
82		Sepideh	Black	Simple	Flax	Tiled-form button gown, cut on the waistline, combine with a Tiled-form and a bag pocket.
83		Tarnoom	Mass- Green	Simple Lace traditional	Linen	half-klosh closed front gown with embroidered and decorated on the wrist part with a traditional lacquer.
84		Sonnat baft	Black white	Simple Patterned	linen	Loose gown, collar and Blue pocket that is clad with patterned fabric and embroidered on it.
85		Parsoon	Dark Purple	Simple	Crepe	Gown with English Linen Collar, Blue Pocket.







86		Sarvin	Coal	Simple	tweedy	Gown with English collar patterned and embroidered and Blue pocket
87		Tarannom	Dark Blue Brown	Simple	Flax	Simple gown that is decorated with leather in the waist part and used on the sleeve of a cloth with geometric patterns.
88		Batehjahhe modern	Green Yellow	Simple Patterned	Viscose	One-way linen gown, a round collar, a hidden button and a Linen fabric and a belt in the waistline.
89		Sadaf	Gray	Simple	tweedy	Gown with Linen English collar, Blue Filter pocket and in the shoulder part, decorated stripe are used.
90		Sahar	Crimson	Simple	Crepe	Gown with Arshal English collar and cane cut and Blue pocket
91		Mantoo navardar	Cream Gray	Simple	Bengal	The gown with linen English collar, the underside is without a collar and hidden zipper, and upper part of the dress is with Jasper-green.
92		Sardari	Brown Cream	Simple	Flax breast	Simple gown combined with two colors and a geometric design.


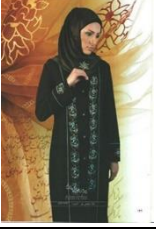





93		Firoozeh	Blue Dark Blue Red	Simple striped	Tergalabe rrant	Gown with hunting collar, cut on the waistline decorated with colorful ribbons.
94		Aasana	Bright pistachios- colored GreenBlue	Simple	Tergal	Gown with a round collar with curved cut on which zigzag embroidered.
95		Aftab	Blue	Simple	Truira	Gown with English Linen collar, Blue pocket decorated on the sleeve and front of gown.
96		Ayla	Black GreenGray	Simple	tweedy	Two-piece cut gown that upper part of dress in the wrist line is worked with Linen cuts with pearls and patterned cloths, and on the top part in the Linen decorative strip.
97		Parnia	Dark Blue Red	Simple Patterned	Tergal	gown without Sason, Arshal Linen English collar, embroidered with embroidered fabric, in front of gown and sleeve front.
98		Rana	Crimson	Simple striped	striped Viscose	Reglan gown, cut in wrist line that combines with striped and simple fabrics.
99		Sayeh rooshan	Black	Simple striped	linen	Long gown, French collar embroidered around the waistline and sleeve with colorful clothes.

100		Kimia	Blue عن	Simple	Flax	Slippery gown, hunting collar, cut from the middle of the headline, a cut on the waist, a bridge on the waistline that is engraved on the upper part.
101		Shaghye gh	Black	Simple Cashmere	Tergal	Long front closed gown, with a curved panel in the front and a sleeve head that is embroidered with embroidery fabric.
102		Afshan	Gray	Simple	Faulkon	Simple gown that combines with two colors of the Gray Harmony, which is done on the sleeves and sides as a rhombus.
103		Radaye sabz	Green	Simple	Flax breast	Linen gown, Tiled-form Button, Linen English Collar, in the collar and the center line is worked with leather.
104		Milisant	Green	Simple Paintbed	Wreathy	Simple gown with a seven-like collar, on which there are cuts decorated with Batik painted.
105		Shal	Black	Simple Patterned	Crepe	Long-fashioned gown, which has been used in the upper part as Linen, with embroidery fabric.
106		Marmi	Gray	Simple	Gonchi	Simple long gown with a belt in the waistline and worked on the sleeves and bottom edge of the gown worked with Ashbalt.

107		Golbahar	Dark Blue Red	Simple embroidery	linen	Simple gown that combines both simple and floral cloths and waist-sleeve
108		Anab	Crimson pink	Simple	Velvet Ribbed	Long loose gown combined with two colors of fabric
109		Rana	Gray Black	Simple Patterned	linen	Langi gown embroidered and with envelop sleeves.
110		Siyah mashgh	Gray	Simple	Tweedy	Gown with manly Linen English collar with Blue pocket with Batik's painting.
111		Lotoos	Crimson Black	Simple	Wreathy aberrant	Long gown with a combination of two color and envelope sleeve, and embroidered on gown.
112		Aftab	Black	Simple Painting	Tricot	Simple slotted gown with decorative stitching.
113		-	Gray	Patterned	Tergal Flax breast	Gown with Shomizye's collar, a cut on the waist, a pocket, which has been combined with simple and floral fabric.

114		Noosha	Green Orange	Simple	Viscose	Two-piece closed front gown with a simple underside and lower part and sleeve with geometric cut and combinations of two colors.
115		Rangin kaman	Yellow	Simple striped	Tissue Moore	Gown with zigzag diagonal cuts with simple and striped fabric in front of gown and sleeve.
116		Baran	Jasper- Green green Brown	Simple Bubble-form	linen	Robe gown, which combines cloth and wind, and simple cloth.
117		Balooch	Black	Simple Embroidered red	Velvet	Simple half-klosh gown, in the upper part of the front and sleeves embroidered.
118		-	Dark Blue Orange	Simple	Tergalabe rrant	Gown with a cut on the waistline and a combination of two colors of the fabric that is embroidered on the edge of gown.
119		Asman	Black	Simple	Bengal	Gown cut in the collar part with golden embroidery.
120		Sadaf	Gray Bright Gray	Simple floral	tweedy	Long gown, a one-way American collar, and in the center part of the front with a Batik painting, and cut on the sleeve and front of the skirt.

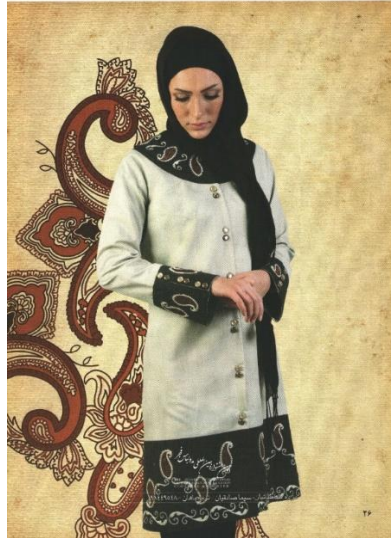
121		Battech aghe	Turquoise-colored Black	Simple	Flax breast	Gown closed front with a three-quarter sleeve, Linen is on the side of the gown embroidered on a dress with a cotton thread and leather.
122		Nil	Blue Dark Blue	Simple embroidery	Linen pulpy	Simple half-klosh gown with embroidery fabric.
123		-	Black Bone-colored	Simple floral	linen	Cutting gown worked with a simple fabric and embroidery fabric.
124		Tida	Cream Golden	Simple	Viscose Felt	Gown, with secret button, cut in the upper part of the front, and on the sleeve that is made up of a combination of two colors.
125		Tarhe parsi	Black creamy	Simple	Gonchi	Gown without Sasson, cut in the hip part is small and head sleeves, long waist and in the shoulder that is with combination of two colors.
126		Termeh	Black	Simple	linen	Long gown, without cutting, wrist sleeves and trafard printing in the center line of the front and middle of the back and the sleeve head.
127		Royan zari	Espresso-colored Golden	Simple	Flax	Gown, without cutting, decorated with a Golden ribbon.

128		Moogeh	Black Brown	Simple brindle	Linen pulpy linen	Simple and brindle double-colored gown with decorative stitching and embroidered stitching.
129		Firoozeh	Dark Blue	Simple	Truira	long gown embroidered with decoration of Batik painting on gown and envelope sleeve.
130		Mikhak	Dark brown chocolate	Simple Patterned	Flax aberrant	Long cut gown, a combination of two colors of fabric with a harmony that worked on gown.
131		Mokaab	Green Phosphoric Green Mass- green	Simple	Viscose	Turkish gown, seven-like collar with square embroidery.
132		Fereshteh	Black	Simple	Flax breast	Half-klosh gown, manly collar, cut in waist line, small fold in waist line, wrist sleeve decorated with leather pieces
133		-	Black Cream	Simple	tweedy	Single-sided gown, Blue pocket, Patterned envelope sleeve, and Patterned is worked in low part of gown.
134		Moortab	Black Bright Acer	Simple floral	Crepe linen	Traditional front mantle, which is made using a simple and floral fabric, and a woven cotton mitts and a crotch skirt, and are worn around the wrists.

Analysis 1, selected design.

Image 4-9- Design: Cashmere Mahan, Designers: Mojdeh Tabatabaiyan, Sima Sadeghian

(Shima Magazine 2013: 26)



This gown at first sight seems a traditional gown, if a modern gown is inspired by traditional, Iranian and original symbols that have been used beautifully and skillfully on clothes. The overall structure of the gown is simple, without pin. The base of gown is the cream color, which is combined in the collar, sleeve head, and the bottom with a dark brown color. In the collar section, it has a simple round cut but wide and replaced with dark brown cloth, and this replacement is made on the sleeves and the bottom of the gown.

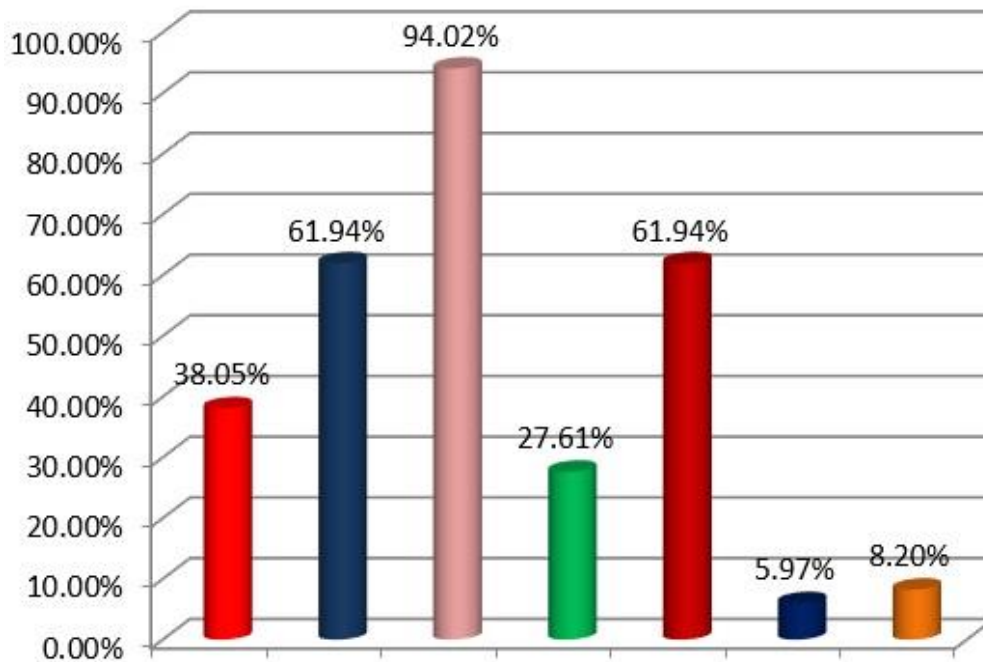
On the alternate fabrics, beautiful designs of cashmere are used, with the help of traditional and decorative sewing, the beauty and the effect of the dress has become hundredfold.

CONCLUSIONS.

According to the research, in general, the reinforcement of creativity in different sectors, including methods of reversing and minimizing and enlarging allocated below 30%, and the adaptation that in Iran, principles emphasizing the preservation of cultural values has been used more than the cultural

approach for preserving the legacy seems to have higher value for the selection of works, and creativities have been formed more based on the approach of holding fashion and dress of Fajr.

Bar diagram of frequency of creativity application based on scamper pattern in designs of gowns of Shima magazine 2013.



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