

Contemporary Interior Architecture and its Relation to Fashion Design Trends "Analytical Study in Europe and Levant"

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Abstract:

The main purpose of studying the contemporary relationship between interior architecture and fashion design trends is to identify the reflection of the phenomenon of the extension of high fashion brands and their world-famous houses to Interior Architecture Specialization, and that is to understand, analyse and identify its basic causes, characteristics, and extent of success, based on the determinants of architecture and interior design and its foundations as well as principles, With the aim of evaluating the role of fashion designers as internal designers, or even working as mentors and visionaries in the field of interior architecture under the umbrella of the trademark, supposing that this phenomenon has achieved a great success worldwide and has been addressed in many studies in various financial sciences such as economics, marketing, and etc.

This thesis included three main frameworks, a general framework that defines its structure and outlines in a logical, consecutive and sequential manner, and a theoretical framework that in turn consists of three sections, each comprising two chapters, in addition to a practical framework that includes an analytical study of a number of selected samples. The study ended with results and general recommendations. With the conclusion and references, which will be detailed below:

- **The general framework of the thesis:** It is an introductory introduction that directly addressed the research problem, in addition to the general objective of studying this relationship, with defining the direction of studying this relationship in the research postulates, which is a study of

the role or impact of fashion design and the various trends of its high-end brands on interior architecture and not vice versa, in addition to clarifying the objective limits within which the analytical study will be applied, because it is not directly highlighted within the main title of the dissertation, which in turn was determined by the internal spaces of the tourist commercial buildings in The hospitality sector, represented by hotels, restaurants and cafes as well. This framework ended with a review of the most prominent previous studies that dealt with the relationship between interior architecture and fashion from various aspects.

- **Theoretical framework of the dissertation:** It has been organized into three main sections; each of them consists of two chapters, and its most important contents will be explained below:

1- Section One; It is entitled as The development of Fashion Design and Interior Architecture, the main purpose of this section is to review the stages of development of each of the two basic variables in the main title of the dissertation independently and to identify the most prominent features of each of them in the historical sequence stages, and the common factors that affected them in a separate chapter, according to the following:

- **Chapter One:** After referring to the spatial boundaries of the study in a brief summary, the researcher dealt with the subject of fashion as a design discipline and a huge industry of different dimensions, with an explanation of the difference between fashion and clothing. And then reviewing a glimpse of its development between the past and the present since the birth of fashion until now, and that is done in a chronological sequence that indicates the most prominent developments, innovations, events and famous names in each decade, In addition to the types of fashion, its contemporary global classifications, and its specialized terminology as well.
- **Chapter Two:** This chapter dealt with interior architecture as a discipline with concepts and dimensions that intersect to a large extent with fashion design, specifically in their subjection to the same general factors that accompany the successive historical

processes, In addition to clarifying the meaning and concept of contemporary accurately, and then switching to talking about interior architecture and its most prominent developments in a brief historical overview that indicates the most important features and features of each decade. To end this chapter with a clear explanation of tourist buildings, specifically hotels, their types, and the contemporary approach to their classification.

- **Section Two; It is entitled:** Cultural and Social Variables in the Contemporary Context, and this chapter dealt with several concepts with links and repercussions at the social and economic level, namely culture, consumption, culture of consumption, and social consumption, in addition to the most prominent variables associated with, namely globalization and lifestyle, according to the following :
- **Chapter One:** This chapter dealt with culture as a simultaneous concept that has deep-rooted and developed roots in the humanities and social sciences. This is with mentioning its elements and levels as a kind of prelude to the other concept more closely related to it, which is consumption, which is the main engine of the current social culture, with mentioning its patterns in the contemporary consumer society that is governed by visual culture as the most important tool that makes consumer sovereignty the main driver of society.
- **Chapter Two:** It has dealt with the most relevant two concepts to the contemporary culture of consumption, namely, globalization and the way of life. And that is by starting with the concept of globalization as a major cause of the contemporary consumer lifestyle, with the introduction of its various social dimensions and noting its development between the past and the present. And then switching to discussing the concept of lifestyle in the social context as the most prominent output of contemporary globalization with a mention of its most important characteristics, elements and interrelated levels that made consumption and its culture the main controller of the activities of individuals and groups through consistent social values and attitudes.

- **Section Three; It is entitled:** Fashion brands and their role in the contemporary relationship between interior architecture and fashion design, which has dealt with the relationship between interior architecture and fashion design in two main chapters, according to the following:
 - **Chapter One:** This chapter dealt with the concept of trademarks and their role in determining fashion trends, by starting by defining the meaning of the trend and its indications and the historical development of the term, and then reviewing the most important entities and bodies that help predict it, And then switching to talking about the role of fashion brands in determining seasonal fashion trends, by introducing the concept of the brand and its links to the image and visual identity, with defining the types of brands in the fashion industry, especially the brands that extend to the lifestyle, and ending with mentioning the most important factors that affect the characteristics, attributes and topics of trends, which are represented by political, economic, social and cultural factors, in addition to the role and effects of technical and technological developments as well.
 - **Chapter Two:** This chapter dealt with the relationship between interior architecture and fashion design under the cover of the trademark as the first and direct cause of it. By introducing the concept of the main store of the trademark as a first link between the two disciplines, and then turning to introduce brand expansions and extensions outside their direct specialization, Which included multiple models for the experiences of high-end fashion houses and designers in the commercial tourist buildings in the first place as a kind of symbolic communication that exceeds brands and extends to the internal space that becomes the material determinant of personal identity and self-representation. And then put forward the levels of meanings and types of attributes of the internal space, which in the context of this relationship turns into platforms speaking of brands.
 - **Practical framework:** This framework represents the analytical

section of the dissertation, which in turn consists of three main sections. The first section discusses the main trends of fashion design as a kind of classification of the most important high-end fashion brands in the lifestyle category and this is done after reviewing the philosophy, doctrine and guiding principles of each of them, which determine the general intellectual orientation of each of them, and combines the similar ones within a specific direction. Which has been classified into eight main trends as follows: the novelist trend, the innovation trend, the self-inspiration trend, the aspiring trend, the conceptual trend, the postmodern trend, the literal trend and the traditional trend, with a mention of the characteristics and advantages of each trend and appended to some examples of each of them from the most important fashion houses and their high-end brands. And then shifting to talk in the second section about the role of previous trends in determining the visual style of interior architecture in the hospitality sector, through a simplified explanation of the classifications of meanings and their different levels to analyse the interactive and reciprocal consequences of interior spaces, their colours and materials. And then turn to explain the most important features and characteristics of the interior space, which include space, colour, natural and artificial light, shape and its geometric and natural types, line in its various forms, in addition to the pattern and texture of both its physical and visual types and this is done to explain the concept of interior design style and its main classifications, which vary between modern, contemporary, traditional, classic and industrial, with mentioning of the most important characteristics of each style in terms of the general appearance which includes shapes and colours in addition to furniture. Then presenting the most important principles of interior design with a simple explanation of each of them which consists of unity and harmony, balance, focus, rhythm, details, scale and proportion. All of the above constitutes a fundamental basis on which the researcher relied on in the process of analysing the four main samples, which formed models of interior spaces in the hospitality sector - which in turn included hotels, cafes, and

restaurants - designed by high-end fashion brands. Which have intersected and coincided with the spatial boundaries of the thesis represented by Europe and the Levant are among the signs that have been classified in the first section of this framework within eight main intellectual and design trends, Which included the following brands: Vivienne Westwood from the novelist trend, Christian Lacroix from the innovation trend of excellence and Karl Lagerfeld from the trend of self-inspiration in addition to Giorgio Armani from the trend of the aspirants, and the analysis of each model ended with a conclusion and opinion based on the consistency and success of the High-end fashion brand experience interior architecture.

- **Results and recommendations:** In it, there are the results of this study that i could reach, which are classified into two main sections. The first section is the results related to the theoretical framework of the dissertation, which was represented by answering the study's questions within the four main axes that were previously identified by the objectives, in addition to the Second section of the results, which is related to the practical analytical framework of the study which was inferred from the analysis of the various samples from the previous design trends, and then attached to the recommendations resulted from the results that had been reached and ended with the epilogue.
- **References Index:** It includes the various sources and references on which this thesis relied on, arranged alphabetically under three main headings: Arabic references, English references and websites.

Keywords: Interior Architecture, Fashion Design, Fashion Trends, Fashion Brands, High-end Fashion Brands Hotels.