



Modular Design Approach as an Entry for Creating Flat and Sculptural Handbags Inspired by Omani Traditional Motifs

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Abstract

One of the first designers to work with the modular concept was the Spanish fashion designer Paco Rabanne. In his 1966 haute couture collection, the designer created seamless dresses made of bonded plastic and metal, freeing fashion from needle and fabric. The modular design approach is a sustainable approach to designing fashion accessories such as handbags. It is a complicated design style where modular units can be replaced to create design variations using the same components or modules, it also facilitates the replacement of damaged units. This study combines a modern design technique, the modular method, with contemporary technologies such as laser cutting and engraving. The objective is to create innovative products for the Omani market, inspired by traditional motifs as an enriching aesthetic source. Therefore, this research explores the feasibility of designing and producing fashion accessories, such as handbags, using the modular method. The objective is to produce contemporary designs in terms of design and implementation, while simultaneously expressing authentic Omani identity and appealing to both Omani consumers and international tourists. The study followed the experimental development method. The modular handbags were produced in two forms, flat and sculptural- 3d shape. The experiment was carried out by students of the fashion design program at the University of Nizwa under the framework of a project funded by the Ministry of Education in the Sultanate of Oman.

Keywords: Engraving Aesthetics; Faux Leather; Geometric Shapes; Interlocking; Modularity Approach

