



Woman in Culture and Arts

The Ratio of Artistic Style Clothing Trend and the Investigation of the Factors that Affect It (Case Study: Girls and Women 20-40 Years Old in Tehran, 2021-2022)

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Article Info	ABSTRACT
<p>Article type: Research Article</p> <p>Article history: Received: 21 August 2023 Received in revised form: 26 December 2023 Accepted: 19 October 2024 Published online: 10 March 2025</p> <p>Keywords: <i>Artsy Fashion Style, Clothing, Girls, Street Style, Tehran, Women.</i></p>	<p>Introduction</p> <p>Nowadays, artistic style is acknowledged as a distinct global culture of apparel and art. The subcultures of artists, a minor portion of the population, are distinct from those of other segments of society. This distinction can be crucial in the advancement of societal culture and art. In recent years, the selection of Iranian women's apparel has been characterized by a distinctive and appealing artistic style, which is a street style, as a result of urban modernization and the emergence and presence of subcultures. Artists, particularly those who are enthusiastic about the arts, have been enraptured by the design's diversity and expansion. The present study was conducted with the aim of identifying the artistic style as one of the street styles of clothing in Tehran that has been identified in the past three decades, to gain insight into the relationship between the artistic style and clothing trends in girls and women aged 20-40 who wear artistic clothing, and to investigate the occurrence of the causes and the relationship of influencing factors in the tendency toward it in their clothing. The fundamental inquiry is: "What is the relationship between women's inclination toward artistic clothing and style?" "What are the contributing factors to this decision?" The review of the research literature revealed that previous studies have investigated the styles of apparel by focusing on sociological and psychological factors. However, no research has been conducted to date on the factors and causes that influence the artistic type as a style of a specific subculture. This is a social and global issue, as cultural groups and societies are interested in establishing their own style, which is influenced by the nature of customers, the relative influence of marginal subcultures, and the role of arts and other forms of culture in various countries (Crane & Bovone, 2006: 324). The artistic type is characterized by its emphasis on creativity and innovation, which is a part of the street style. It is an unconventional style that is characterized by exaggerated prints and vibrant, bold colors. This design is frequently employed in the production of handmade clothing and accessories.</p> <p>Methodology</p> <p>This study is classified as an applied study in terms of purpose and descriptive-survey in terms of character. The Tehran population consists of girls and women between the ages of 20 and 40 who are dressed in artistic attire. From December 20 to December 30, 2021, an online questionnaire was accessible to users of WhatsApp and Telegram social networks, including both artistic and non-artistic groups. A total of 123 individuals served as respondents. The researcher devised the questionnaire, which was divided into two general sections. The respondents' personal characteristics, such as gender, age, field of study, degree, employment, place of residence, occupation of parents, and criteria for selecting the artistic type, were detailed in the initial section. The second section contained structured</p>

specialized questions with evaluations that were selected through a five-point Likert scale. The questionnaire's formal and content validity were verified by five professors, experts, and individuals with an artistic style, who also verified the accuracy of the dimensions of the questions and hypotheses. Sample adequacy index and Bartlett's test were used to check the adequacy of sampling and factor analysis. The sample size was sufficient for a comprehensive explanation and in Bartlett's test. The reliability of the compiled data was affirmed through the calculation of Cronbach's alpha using SPSS software. Descriptive statistics, such as frequency distribution tables, graphs, and averages, were implemented to analyze general queries. The data analysis of specialized questions was obtained through the interval scale obtained from SPSS.

Results

The respondents were predominantly university graduates. The discipline of study related to art and artistic professions was studied by 61.8% of the participants, while art students constituted 68.3% of the participants. 38.2% of the participants studied in non-artistic field of study and 31.7% had non-artistic jobs. The family's solitary individual who donned artistic attire was comprised of both artists and non-artists, with a frequency of 52.8%. The artistic style's diversity and freedom of design, color, and model have had the most significant impact, with a 93.5% preference for them. The combination of traditional and modern motifs and the increase in female students of art disciplines both had an influence of 84.5% on the choice of artistic type. The emergence of various artistic styles was influenced by the individual differences of artists in 87.8% of cases, while advertising in social networks was disseminated in 86.9% of cases. Additionally, 91.8% of the participants used special and attractive accessories, and 89.5% were attracted to the artistic type. The specificity of an artistic style has been found to have an 83.8% impact on the expression of identity, and the dissemination of theatre and cinema festivals has been 83.7%.

Conclusion

The present research was conducted with the objective of identifying the artistic style in the clothing trend of girls and women in Tehran, which is considered one of the common street styles of clothing in recent decades and one of the subcultures that make up Iranian culture. The artistic occupational group and academic disciplines were found to have a direct and significant relationship, with a preference for the artistic style. Furthermore, the cultural influence of artists on other members of society is illustrated by the willingness of non-artistic individuals to assume an artistic style. Moreover, the apparel choices and preferences of other members of society are influenced by the distinctive characteristics of specific subcultures. Thus, the trend toward artistic style clothing is influenced by a variety of factors, including the use and combination of traditional, modern, and hand-embroidered motifs, creativity, boldness, special accessories, and diversity and flexibility in design and color. The results have illustrated the importance of the relationship between the aforementioned factors in the trend toward artistic style apparel. Various factors, such as the proliferation of advertisements in social networks, the influence of artists in society, the growth of art schools and art biennials, the rise of academic and non-academic artists, the establishment of cultural centers and art schools, the expansion of cinema, theater, and music festivals, and the reevaluation of the identity of women in Iranian society, influence the formation and familiarization of individuals with the trend of artistic style. The results have shown a substantial correlation between the aforementioned factors and the propensity to adopt an artistic approach. The most significant influence on the inclination of women and girls to adopt an artistic style is its diversity, which encompasses a wide variety of designs, colors, and models. Future research should consider the following recommendations: the factors that contribute to the inclination toward an artistic style in the context of artist and

non-artist wearers, the influence of media and virtual networks on the development of taste and the inclination toward an artistic style in clothing, and the comparison of art styles among artists from various disciplines (theatre, cinema, visual arts, etc.).

Conflict of Interest

This Article is from a master thesis in art research titled review of “The Ratio of Artistic Style Clothing Trend and the Investigation of the Factors that Affect It (Case Study: Girls and Women 20-40 Years Old in Tehran, 2021-2022),” which was compiled by the first author under the guidance of Dr. Abbas Namjoo at the University of Science and Culture, Tehran

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