

# The Relationship of Fashion Textile On Exploring Technology And Innovation Via Doodles: Focusing on A Jeans Denim of Men In Malaysia

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**ABSTRACT** There are a lot of innovations in jeans denim all over the world. In this study, expression of feelings through Doodles paintings can picturize the character of an individual. Doodles reference from Zuusaha© is one of the world’s most beloved and frequently worn fabrics. On any given day, more than half the world’s population is wearing jeans. Denim being nostalgic, constant and something doesn’t change from one season to the next are one of the reasons they love denim. In Malaysia, Tarik Jeans Sdn Bhd a company on men’s fashion icon styling look, to express creativity and feel comfortable. Denim was improved and accepted by the higher classes. They were used in every type of garments and became a fabric for all. It became a sign of freedom and fashion for youth and the demand is increasing. Old blue jeans can be given new life.

**Keywords** : Expression, Nostalgic, Doodles, Denim, Freedom

## INTRODUCTION

Fashionable clothing has been widely explained as a culturally communicative phenomenon and now generally understood that each make daily decisions regarding the social status and role of people we meet based on what they are wearing. Denim clothing was originally developed to be tough and durable for heavy physical work and yet incredibly that appearance remains almost unchanged 150 years later. It is the workings of society that have altered so drastically in this time. Denim jeans seem to become more of human, personalised over time by their wearer.

Dressing influenced by dominant values, social attitudes, socioeconomic status, life status and some of the situations through which people want to declare their selfintroduction. According to Davis (1985), clothing communicates symbolically the social identity, namely hoe a person wants and pursues to appear in society. Men’s clothing reflects the concentration of power and emphasizes the male status.

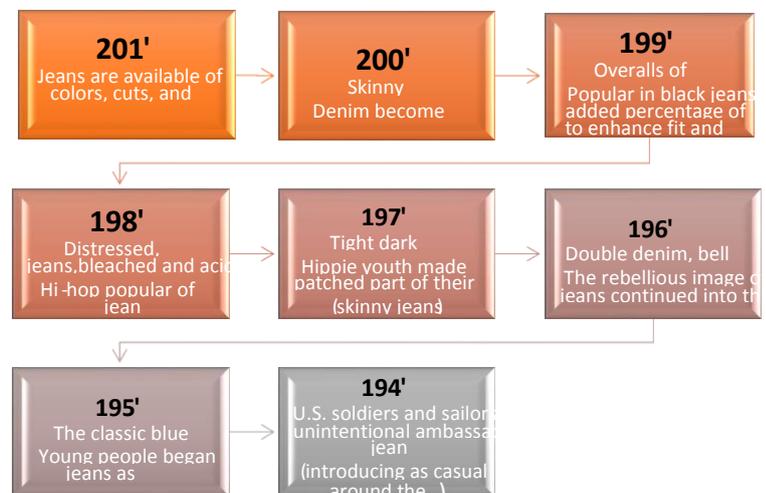
Nowadays, no other fabric has received such an inclusive acceptance as jeans denim. The denim fabric has run the range from a basic work wear fabric to a fashion trendsetter, it is one of the most fashionable items in the fashion and textile industry and the original focus on durability and practicality has changed to fashion. In fact, jeans denim has had a major influence on the lives of consumers since their inception.

In millennium era today, many of new technology on fabric, finishing and so many others to create for continued one of the world’s oldest fabrics is commonly related with jeans denim. Many people around the globe regardless of the gender, culture,

climate conditions, seasons and social occasions which are loved as one of the most popular clothing items. Jeans denim is very strong, stiff and hard wearing woven fabric. Many brands can we find today in many places such as Levi’s, Calvin Klein, Jordache and others.

Stone washing, Enzyme wash, laser fading, Wrinkle finishing for one of the finishing technology are one of the technology on jeans denim in textile today. This variety of technology are to provide the durability and different appearance effect for the garment when it is conduct the different denim garment and most people wearing the jeans denim.

Table 1: Timeline of History Jeans Denim



That kind of blue has been a huge force in human history. In a way, there is no necessity in relation to blue denim jeans it could have been another color but there is a very nice sense of historical continuity in the fact that in the universal of modern blue jeans. Denim has

become a most popular fashion trend. In fact, the denim apparel market grew 5.0% and 6.8% in unit sales and dollar sales respectively in 2004 (Denim, 2005). Furthermore, jeans are becoming more popular in business settings and are no longer considered a casual look.

According to Denim (2005), jeans denim is also accounted for the largest growth in the men's denim market and the only market to grow in women's denim apparel. Some men style blended the sensuality and expressiveness despite the conservative trend allowed for a new freedom to experiment with style, fabrics when creating male garment. Mostly external signal releasing meanings of an image of the self to others but can also be internal, attractive the self-image and confidence of someone to play a role (Solomon & Douglas, 1987). Today, denim are one of the most popular clothing items which are loved by many people around the globe regardless of the gender, culture, climate conditions, seasons and social occasions.

As we know denim is from a cotton twill fabric that dyed with the indigo come from the plant and only can dye on the surface of the thread when there have the stone washes or the enzyme washes, the color will faded. Among the entire textile product, no other fabric has received such a wide acceptance as jeans denim (Khalil, 2015). Currently, challenges faced by denim apparel manufacturers and fashion designers include the need for reinventing products for position markets and meeting consumer demands for better apparel sizing (Paul, 2015).



Figure 1: Color variations of jeans denim in market

Fashion in clothing is unimaginable without denim garment with numerous effects.

Various types of dry and wet process are used to make this effect. Rendering to (Ozguney, 2007) for the purpose purchasing behaviour to their aesthetic taste must develop various techniques to improve the visual aspects of denim fabrics. Men nowadays identify themselves through several ways. For example, some men may identify themselves through their body appearance while others may show their identities by the way they dress. Hathcote and Kim (2008), note that men represent themselves through how they dress.

Additionally, many men care about what they wear and how they wear it on a daily basis and also care about how others perceive them. In Malaysia, one of the men actors Nazim Othman said "I feel comfortable wearing what I wear, that's all that matters because styling is one of the ways to express our creativity". He is one of the iconic fashions for men to wearing a variety of fashion and style which is rarely men to dress them in public. This happens because men prefer to be modest but still looks clean and macho. A pair of jeans denim should to be a fixture in every men's wardrobe because no denim has ever been or will ever be consistent, long-lasting or versatile.



Figure 2: Actors Nazim Othman wearing variations of jeans denim

With that, as author personally designed a fusion of jeans and doodles as a platform to express feelings and becoming a medium that can picturizes the character of an individual. Drawing is subjective, and with that I choose to go over technology and new innovation to get close to the audience. This approach can be done by designing the doodle as hand drawn or printed design. Creativity is important to recognize its value in all knowledge-based society. The designated doodles carry variety meanings to be delivered to the audiences. One of it is the doodle picturizes an individual feelings. Doodles reference from Zuusaha©. Next, it empowers humans to nurture the mother earth. The doodles that is being done inspires people to protect the mother earth as we frequently heard tons of waste materials are produced daily. It is crucial for the society to be well aware of this disastrous doings that can affect the earth itself and us humans.

Plus, well aware of the familiarity of jeans in our daily fashion option. This combination of jeans and doodles is a great idea to commercialize as the jeans can be produced in large amounts. This innovation brings a fresh new air to the fashion lover as the design is somewhat practical apart from looking nice. I strongly believe that this product manage to break through the fashion market in international level and not only in Malaysia or likely suitable characterized by a fusion of technologies. Although to stimulate innovation of fashion and textile industries and to explore and encourage young designers and investors in design.

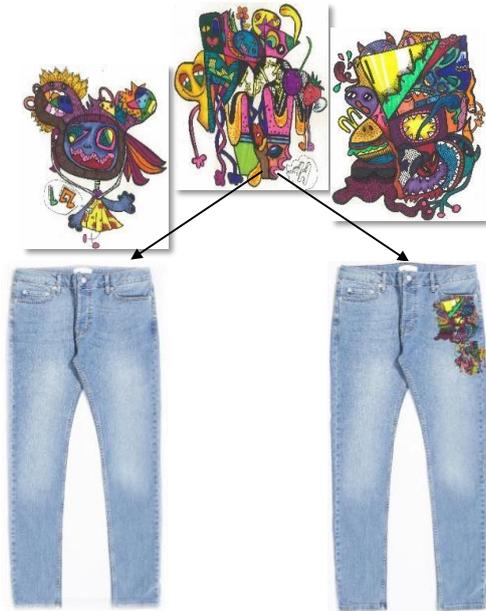


Figure 3: Doodles and Denim's trousers (Doodles meaning are aware of this disastrous)



Figure 4: Doodles and Denim's leisure shoes

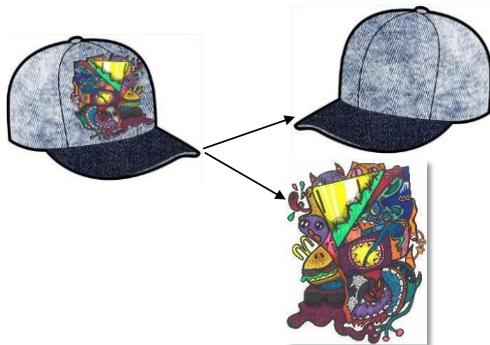


Figure 5: Doodles and Denim's cap (Doodle inspires people to protect the mother earth).



Figure 6: Doodles and Denim's sport via leisure shoes

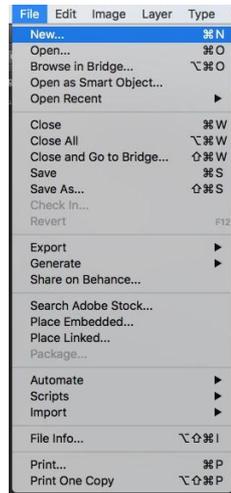
**DESIGNING STEP OF ADOBE PHOTOSHOP TECHNOLOGY**

Below are the steps of making innovation of denim jeans by using Adobe Photoshop technology.

a) Save the Jeans Denim image and doodles on file.



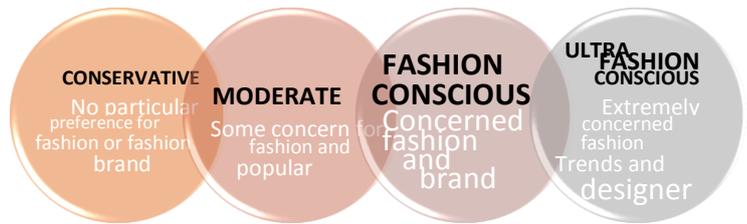
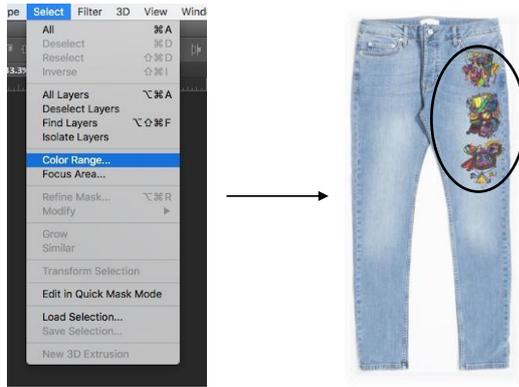
b) Select 'new' from file page.



c) Insert Jeans Denim by drag in the image to Adobe Photoshop. After that, insert logo image by drag in the logo to Adobe Photoshop. Then, resize and move the image to suit of design.



d) By using "color range" select all white background on the logo. Then, delete the white background.



e) Lastly, the final designs to be save in “JPEG” format.



and modified designer through to the large mass market. At the top two levels of the pyramid, the high-end designer fashion sector has been identified as contributing the majority of product innovations that then trickle-down to the entire mass-market fashion industry (Malem, 2008). Denim jeans contribute to the everyday sexualisation of the body. Despite their codification as potentially sexy, jeans remain ordinary perceive as remarkably versatile for all practical purpose in ordinary life. How denim relationship to fashion illuminates its relation to embodied subjectivity and individuality more generally. As argued by Stele (1996; 4) fashion is a symbolic system linked to the expression of sexuality for both sexual behaviour and gender identity. Denim jeans afford a perception of ‘fitness’ that articulates comfort with compliance as well as authenticity with adaptability.

Jeans are not only unisex items and they are also perceived as potentially very sexy. They fit both male and female bodies but as a second skin they draw attention to the sexual potential of male and female bodies thus stressing their aesthetic compliance with heavily sexualized body ideals. Jeans represent a storehouse of memories to be retained over time with increasing value according to Solomon, 1985). Gordon (1991) concludes that over time jeans have communicated various messages and have functioned in different ways as symbols of rebellion, outlets for personal creativity, symbols of fashionable awareness and as evidence of generational longing and insecurity.

**LITERATURE REVIEW**

The transformative sameness of jeans was highlighted by the details of their variations and the simultaneous presence of different fashionable or cuts. Jeans denim optimal be related to an individual’s personality or identity. Jeans represent a storehouse of memories to be retained over time with increasing value according to Solomon, 1985. Gordon (1991) concludes that over time jeans have communicated various messages and have functioned in different ways as symbols of rebellion, outlets for personal creativity, symbols of fashionable awareness and as evidence of generational longing and insecurity. Fashion becomes implicated in constructions and reconstructions of identity. Meanwhile, outside the home in the current globalized economy, youth in Malaysia face an increasingly complex financial world. According to Hazita Azman, Bahiyah Abdul Hamid & Zarina Othman (2011) states Malaysian Financial Well Being Instrument develop in 2006, their research reveals the current level of financial well-being achieved by youths in Malaysia correlated with age, gender and education qualifications quite significantly.



The fashion industry can be broken by volume from small sales of haute couture

**PROBLEM STATEMENTS**

The phenomenon of fashion are the impact of which is recognized like “You are what you wear”. Jeans denim has become part of our everyday lives and connected with identity and particularly in subcultures. There is as no documented research that places jeans denim in today’s fashion market in Malaysia to relate on my research. The research found is often linked to the individual or group in blog where the link would be in finding person to where that jeans or simply to answer the question why do use jeans?

Jeans have had a big influence in how society classifies cultural expression. Plus, jeans have become part of our everyday lives and with jeans got to find a balance between style, comfort and practically. The world of jeans is wide and complicated. To find the best jeans it takes a lot of research and a little trial and error before find the right pair and style suitable for our body.

*“While I think men in general should not fuss over how they look, I do feel as though they should make more an effort to find a way to look good in their own individual, but natural way. I think it’s a shame that it’s become acceptable to wear jeans and a T-shirts to any place and function” (Brownie, 2018).*

Despite many favour in denim jeans, there are also those who look down at jeans wearing such as Brownie, 2018. Jeans are the great style that is something everyone can wear. Whether headed somewhere casual or formal we’re really can’t fault a good pair of jeans but may find that suit a certain style. Every year over one billion pairs of denim jeans are sold globally, (Denim Jeans Industry Statistic, 2016) this makes sound pretty important right? Although jeans are menswear essential, buying a pair is not always the easiest. They must think about washes, fabrics, fits and brands.

## METHODOLOGY

### *Method of Data Analysis*

**Table 2:** H. R. 1996. “Qualitative Data, Quantitative Analysis”. *Cultural Antropology Methods Journal* 8:9-11.

Analysis:	Qualitative	Quantitative
Qualitative	Interpretive text studies, Hermeneutics, Grounded Theory.	Search for and presentation of meaning in results of quantitative processing.
Quantitative	Turning words into numbers, Classic Content Analysis, Word Counts, Free Lists, Pile Sorts, etc.	Statistical and mathematical analysis of numeric data.

Herein, this research used qualitative research. Observations are a systematic data collection approach. Researchers use all of their senses to examine people in natural settings or naturally occurring situations. Fetterman (1998) define participants observation “combines participation in the lives of the people being studied with maintenance of a professional distance that allows adequate observation and recording of data”.

In this, observations will be used at Tarik Jeans Sdn Bhd, Petaling Jaya and also at Downtown, *Pasar Malam*, Jeans outlet or company. In situations where won’t get more than one chance to interview someone, semi structured interview is the solution. This is a written list of questions and topics that need to be covered in a particular order.

Semi structured or in-depth interviewing is another of the main data collection methods in ethnography and it’s also one of the main methods for collecting household survey data. Semi structured interviews follow a general script and cover a list of topics but are also open ended.

In this research, semi structured interview will be used at Tarik Jeans one of the Asian Entrepreneur, Mr. Afiq Iskandar. Additionally, this interview will answered objectives from this research, to identify and exercise the latest technologies and creative ideas for development of our living life and society. While fashion in general is a reflection of human society, it’s a sign of the times and how people want to dress or want to express themselves via social, economic, political and sexual identities. “Design of jeans is reflection of that and often we create designs to reflect the way people are living and choosing to express themselves” (Jonathan Cheung, Head of Design at Levi’s (2017).

## RESULTS OF ANALYSIS

In this research, Qualitative research is used for analysing unstructured information like interview transcript, survey responses, email, photos and videos. (QSR International 2011) Qualitative research study can provide the knowledge and information that we need in our life and business. Data collecting is a complicated procedure but the data are visual and easy to read. Research studies can help us to work analytically and learn to critically analyze issues/matters before believing in them or acting upon them (Ghauri & Grønhaug 2002, 8).

Throughout the interview, Mr. Afiq (Founder of Tarik Jeans Malaysia) said that fashion and lifestyle are saturated with deep philosophy to connect with denim lovers of all ages, beliefs and background. Denim fanatics in Malaysia have an option to mix their modern personality while maintaining their heritage and culture. Moreover, denim has always been the face of freedom (Afiq, 2017). Originally an mysterious fashion choice, in the 2010s jeans may be seen being worn by people of all genders and ages. Film technology helped to pop up jeans when the films began to showcase fashionable cowboys who wore heavy-duty jeans made of denim. As of today, jeans are still a popular choice for the comfort and durability of their fabrics and robust fabrics. The colors of denim fabrics are getting more and more varied in colors and patterns. Jeans of brands are also more and more like GA Blue, Texas, Lee and many other brands that appear to meet the demands of the world community.

According to Mr. Afiq many men care about what they wear and how they wear it on a daily basis and also care about how others perceive them. The transformative sameness of jeans was highlighted by the details of their variations and the simultaneous presence of different fashionable or cuts. Evaluation of the potential role of young people in a transition towards a sustainable consumption lifestyle is important especially with the influence of media and globalization in determining their aspirations and values. This combination of jeans and doodles is a great idea to commercialize as the jeans can be produced in large amounts. This innovation brings a

fresh new air to the fashion lover as the design is somewhat practical apart from looking nice.

## **DISCUSSION**

Believe that this product manage to break through the fashion market in international level and not only in Malaysia or likely suitable as characterized by a fusion of technologies. Also can stimulate innovation of fashion and textile industries and to explore and encourage young designers and inventors in fashion design.

After doing discussion for this paper, difficult and hard to find a garment as worn and loved the world over as jeans. How this happen? Jeans means different meaning to different people based on how they express themselves when wearing jeans. It means individuals be make hints present in their clothing. Film technology helped to pop up jeans when the films began to showcase fashionable cowboys who wore heavy-duty jeans made of denim. On top of that, more and more people are keen to wear the same dress as it looks casual, shy and fairly rugged. Jeans began to be the people's clothing.

## **CONCLUSION**

In summary, jeans have evolved to be the most popular type of clothing since the 1990s. Denim has become a most popular fashion trend. In fact, the denim apparel market grew 5.0% and 6.8% in unit sales and dollar sales respectively in 2004 (Denim, 2005). This statistic is not surprising, given the production of denim when looking at runways, fashion magazines and celebrity styles. In addition, jeans are becoming more and more popular in business settings and are no longer considered a casual look.

Different people, children, adolescents, youths, adults, wear it. Designs and styles emerged over time to suit different age groups, according to their body sizes and shapes. Factors like hip-hop, generation difference influence, which designs, are fashionable. Today, jeans are still the most preferred by people of all ages (Dascalu, et al. 2000). Denim has many advantages as compared to other jeans material and therefore it is safe to say that the fabric will see more fashion lines as well as promote health and comfort to individuals in the future.

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