

# INCORPORATING ETHNIC PATTERNS WITH CONTEMPORARY GRAPHIC DESIGN TO APPAREL: AN INNOVATION

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## INTRODUCTION

In the course of the lockdown, quarantines required communities to remain at home. Ifugao weavers weren't stopping the production of ethnic textiles during the pandemic; they considered it an opportunity to produce more. The latter became popular and widely available in the Manila marketplaces. Since the online shop is popular, Ifugao weavers used this strategy to bring the handloom ethnic textiles commonly found in Baguio to the market. To be widely accessible and easily acquired by the public. Even though it is still being offered online, it has yet to capture the interest of locals, let alone individuals, in other places.

As stores opened their doors and indigenous communities' enthusiasm grew, people were increasingly driven to seek the most distinctive items for their needs and wants. The people now have a fresh start to display their originality and cultural heritage. People began to value and support the textile manufacturers in our indigenous communities by buying from them. This implies that design has a positive influence on consumers' purchase intentions through cultural appreciation and design aesthetics.

The growing acceptance of incorporating ethnic patterns into modern design creates a foundation that encourages creativity. Both

indigenous communities and potential customers can greatly benefit from it because it gives a strong cultural identity that will highlight the passion, honor, and support for local products. These attributes would become a new interest in fashion.

## Background of the Study

Nowadays, consumers are looking for reliable and efficient products that may provide comfort and ease because schools, offices, and public places are now open. Since then, society has placed a considerable value on apparel, which includes items that can be worn on the body, such as hats, clothes, and bags. Since this is still timely and relevant today, this has given rise to a new platform for apparel to showcase identity and innovation.

Typically, the design must be pleasing, since it could be updated and enhanced to make it as great as possible by incorporating Ifugao ethnic patterns with contemporary designs. There will be an inherent passion for the Philippines' rich culture. In designing, it is essential that the products are not only for aesthetic appeal but also for appropriation. The meaning of each design or pattern woven into the beautiful textiles can also be understood, giving us a deeper appreciation and support of the heritage.

People can express their sense of style by wearing patterns that are

both accessible and able to be worn as time passes, people's perspectives on the world shift. And future generations appear to be swiftly developing and altering. In the present day, the quality of a product significantly impacts a consumer's decision to purchase it.

## **STATEMENT OF THE PROBLEM**

This study intends to conduct apparel that features ethnic patterns incorporated with contemporary graphic design to be effective.

Specifically, this study sought answers to the following concerns:

1. What design factors should be observed while making apparel with an ethnic pattern style, in terms of the following;

1.1 Accessibility

1.2 Durability

2. Is there any significant difference between the level of acceptability assessment of the group respondents, namely: Students, workers, and travelers, about the product of ETHNICO, in terms of the following;

2.1 Pricing

2.2 Usability

2.3 Incorporating Ethnic Design

## **METHODOLOGY**

This chapter will present using an innovative and realistic advertising plan to raise the awareness of the targeted customers.

## **ADVERTISING OBJECTIVES**

Highlight locally manufactured

Filipino products that can assist in preserving culture by representing ethnic patterns and achieving a competitive advantage over the market competition through advertising.

Reach an audience quickly and persuade potential customers through compelling content that is going to catch their attention, pique their interest, and get them to come by offering products or specific information.

## **ADVERTISING STRATEGY**

The campaign period will run in three months, it will cover March, April, and May which will highlight national heritage month or cultural month. It is ideal for which strives to actively promote among Filipinos awareness, honor, and love for their country's culture. In the Philippines, May is the month when the majority of fiestas, festivals, and indigenous celebrations take place. This serves as a timely reminder of the value of keeping our cultural history as a source of identity and adaptability in the face of ongoing social change.

## **Product Development Method**

Stages of the product development process approaches to product development might vary but consist of the following six stages to reach a successful product launch.

### **1. Idea Generation:**

Every physical or digital product starts as an idea. Thus, the product development process begins with ideation. It is a brainstorming stage with a focus on generating product ideas. Anything can inspire an idea, but not all ideas are viable to realize. Therefore, the analysis

of ideas takes place from various angles to see which ones survive the initial screening.

For screening, businesses need to be aware of the product's target market, their existing product suite, and their knowledge of the competitive landscape. Companies conduct a SWOT analysis and marketing mix at this stage to identify the product, prices, places, and promotion. While you may not have a clearly defined product roadmap at this stage, first evaluating your idea can help refine it.

Ask questions like, is your product unique enough to capture the market share? What functionality would you offer in your product? What user experience are you aiming to deliver? These questions would help you identify a market need and lead to a polished product concept.

## 2. Product Definition

Once you have a good idea of the product, functionality, and target market, defining the product is the next step. It is also referred to as the concept development stage, focusing on the scope of the product development process. At this stage, business analysis happens. The team begins to define the product roadmap. Performing competitive analysis, mapping out the distribution strategy.

Establishing the value proposition based on market research are some of the activities carried out in this phase. Gaining clarity over marketing strategy and KPIs to evaluate and measure success at the time of product launch is also one of the main activities performed while defining a product.

## 3. Prototyping

During the prototyping phase, the business plan becomes more detailed, along with documentation of the product development plan. Based on feasibility, risk, and competitive analysis conducted at this point, the creation of an early-stage prototype can begin.

The prototyping stage ends with a minimum viable product (MVP). An MVP is the primary product with the core functionality to operate. Building an MVP provides initial feedback on how the users will interact with your product. Instead of making assumptions, you can understand how your product would appeal to prospective customers with an MVP.

## 4. Designing

Based on the MVP prototype, the creation of the designs for the product mockup begins considering the target audience and analysis conducted at the earlier stages of this process.

A successful product design involves sourcing, initial feedback, and communication with the stakeholders. The several design iterations to reach a desired final product. Once revisions are complete, a product goes into the validation and testing phase.

## 5. Validation and Testing

Validation and testing are crucial to the product development stage, ensuring your developed product reflects the product concept and works as intended. Testing of the product functionality and often beta testers are a part of the process for quality assurance.

Once the product is fit for launch,

the marketing team can test the marketing plan before the consumer launch. It involves checking if the marketing campaigns are ready for the final launch.

## 6. Commercialization

With all the planning and execution of the stages involved in the product development process, a product gets ready for rollout. With all the development, validation, quality assurance, and marketing efforts, a team attains confidence in its product at this stage.

## SUMMARY OF FINDINGS

This chapter provides a summary of the research work. Undertaken, the findings reached, the conclusions drawn, and the recommendations made as an outgrowth of this study.

### Summary of Findings

Based on the gathered data, the findings and significant results of the study are the following:

1. On the assessment of design factors that should be observed while making apparel with an ethnic pattern style.

1.1 On its accessibility, they all rated the indicators as "Highly Acceptable," with an overall weighted mean value of 4.59.

1.2 On its durability, they all rated the indicators as "Highly Acceptable," with an overall weighted mean value of 4.57, respectively.

It is implied that ETHNICO can be highly acceptable in terms of its accessibility and durability.

2. On the significant differences between the level of acceptability assessment of the group respondents, namely: Students, workers, and travelers, about the product of ETHNICO, in terms of the following;

2.1 On the pricing, they all rated the indicators as "Highly Acceptable," with an overall weighted mean value of 4.45.

2.2 On usability, they all rated the indicators as "Highly Acceptable," with an overall weighted mean value of 4.65.

2.3 On Incorporating Ethnic design, they all rated the indicators as "Highly Acceptable," with an overall weighted mean value of 4.65, respectively.

It is implied that ETHNICO can be highly acceptable in terms of its pricing, usability, and incorporating ethnic patterns. The results show that there is a significant difference between the respondent's perceptions of the said indicators. The overall computed of the P-Value is 0.406, which is greater than the alpha value of 0.05, therefore the null hypothesis was accepted.

## Conclusions

Based on the findings of the study, the following are the conclusions:

The study is assessed as acceptable and having potential for growth although incorporating an ethnic pattern with a contemporary design is not easy. It was clear that the responders have various ideas about the proposed product. A lot of factors have been taken into account in this research, as well as in activities, on both the company's and

Ifugao's' sides. Some patterns can be used for incorporation, and potential customers may have justifications based on them or the actual features of the product. Customers in the future will have awareness of the product's history.

In conclusion, the current research suggests that apparel should consist of the appropriate products. The right product has a suitable fit, color, and wearable pattern. The most successful product is constantly evolving and the right product is changing rather than fixed. These changes arise because customers' expectations are changing from one point in time to the next. This shift in a variable may include the product and apparel that will be developed.

### **Recommendation**

Based on the findings and conclusions of the study, the following are hereby forwarded:

In the current research, respondents had little involvement with the manufacturer of the product in terms of measurement and color choice. Various ideas for this topic were suggested by members, including very specific improvements to the Sling bag: interior compartments. To design this apparel, more customer participation aspects are needed. In the future, researchers could investigate the possibilities of more customer engagement with brands and how this involvement impacts production.

The current notion in promotional and product production is that timing is critical to developing lengthy connections with people. Consumers will expect an immediate period of time (two to five business

days) between ordering and receiving different products when shopping online. In accordance with this research, punctuality is crucial for handmade products. Future research could look into the timeliness of product delivery and how to deal with delays.

Future studies could further examine the cultural appropriation of ethnic textiles for the purpose of establishing an apparel brand. It might contribute to others obtaining greater awareness of one of our indigenous communities' cultures.

