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## The Impact of Globalization on Textile and Fashion Design

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Globalization is one of the most popular terms in contemporary world. This concept which roots back to the Industrial Revolution, have developed by many factors, affected societies in many ways and its impact still continues. In this study, the cultural aspect of globalization, means of intercultural acquaintances and their impact on textile and fashion designs throughout the evolution of globalization have been examined. The outcome of cultural globalization and the changing position of fashion centers and fashion concept in contemporary world have been questioned.

The Industrial Revolution in the nineteenth century and the technological developments in parallel was realized with increasing textile trade, expanding markets and rising demands for textile goods as being an important stimulus for globalization. Colonialism was also an important factor in cultural interactions between the big Empire States and their colonies. Besides, international fairs launched for promoting art goods of all Nations formed an eclectic platform which helped the spread of local tastes and aesthetic qualities.

As the transportation and the travel conditions were improved, long distances were shortened and trade was accelerated in terms of speed and capacity; The East being 'a world of exotic and romantic dreams' became the focus of attention for artists in Europe. Whereas many Western designers took inspiration from traditional costumes and textiles of other cultures, the other cultures also adopted Western styles in many cases. Ethnic characteristics in textile designs were a reflection of globalization. Aesthetic Eastern design features influenced certain Art Movements like Art Nouveau and Art Deco while attempts were made to improve the taste and the aesthetic quality of manufactured goods which

was deteriorated as a result of industrialization and mass production in the late nineteenth-early twentieth century Europe.

Rapid developments in mass communication contributed to the direct spread of fashion and textile trends all over the world. The social transformations and the changing lifestyles which took place in the twentieth century can also be named amongst the important factors. In contemporary world, comparatively faster and more frequent intervals of fashion phases are evident, and recurring fashions seems often. This is, in a way, a sign for a need of fresh sources of inspiration. Trend-setters still get inspirations from other cultures with rich cultural and traditional heritage while preparing coming seasons' design features which were reflected in the form of a cut, a pattern, a material, a technique or a color scheme. Diversity is one of the key words for fashion and the regional boundaries seems to become somewhat diminished in today' s textile world.

This paper briefly analysis the above mentioned phases of cultural globalization and their impact on textile and fashion design with the help of visual examples.