Setting technical specifications for fashion models in light of societal controls in the Kingdom of Saudi Arabia

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Introduction

The Fashion Commission is a Saudi government body that was established in February 2020 AD and it's headquartered in the capital, Riyadh. The Commission aims to set a strategy for the fashion sector in the Kingdom. It also proposes standards and scales and holds conferences, fashion shows and events locally and internationally.

The Fashion Commission was established with the emergence of the Ministry of Culture and its ambitious goals to be supportive of the fashion sector in the Kingdom. The Commission's role is focused on supporting the fashion community and developing a development environment for the sector, while ensuring that it covers all stages of fashion manufacturing, starting with the design process, through production, development, and product life cycle management. (https://fashion.moc.gov.sa)

The fashion show is considered a means or method for advertising a group of fashions, which was designed by using the style, art and thought of a fashion designer. The style of each designer differs from another, and thus the fashion show must be consistent with the shape, nature and style of the clothes on display, and the model's characteristics must be compatible with the designs displayed so that it appears before the viewer as a wonderful artistic painting (Shadiah Salem and Halimah Alrashidi, 2016 AD, 74).

Fashion shows are one of the most important promotional activities of the Saudi Fashion Commission, as the fashion is actually presented on a fashion model, that is, the outfit is presented as it appears when worn in a complete manner, to introduce the public with the new fashion trends in terms of (cuts, materials, colors, motifs, complements).

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The origin of the fashion show goes back to the clothes themselves, but the model is no less important than the clothes she displays, as she is the one who transfers the designers' drawings from paper to nature, and she is the main driver of the show. Displaying on the natural body gives a real and tangible form of what the piece of artistic clothing displayed by the model will look like, and not as it is displayed on mannequins that mimic a woman's body. This, in turn, led to the prosperity of the fashion industry, and increased the percentage of women's interest in watching fashion shows and imitating the models' bodies. A fashion model is a person who enjoys an international reputation and has a background in high-end fashion designs and commercial modeling (Kifayah Ahmed, Sahar Zaghloul, 2008 AD, 136).

The term "fashion model" became popular in the 1990s, and fashion models usually work with the prominent fashion designers and international clothing brands. Fashion models have classified themselves as international names, and they appear on the covers of leading fashion magazines, as the international fashion model "Claudia Schiffer" stated in 2007 AD " In order to become an inspiring model, you must be on all the covers of magazines around the world at the same time" (Leanne Maskell, 2019, 86).

Arab fashion models have become an important part of the fashion scene. There is hardly a fashion show without the participation of one of them, and one of the most prominent models that caught attention is the Saudi model "Amira Al-Zuhair," as she participated on the catwalk of the most famous fashion shows such as "Dolce & Gabbana" and "Giorgio Armani" (https://ar.vogue.me/fashion_ar).

According to the objectives of the Saudi Fashion Commission, which are presented in:

- Commitment to the values and traditions of Saudi society in the field of the fashion industry.
- That the Kingdom be a pioneer in the field of fashion industry and its products.
- Sponsoring the innovative creations and highlighting Saudi culture in the fashion industry.
- Connecting the fashion community and providing a stimulating environment for creativity.

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- Celebrating the heritage traditional fashions and making a prosperous future for fashion in the Kingdom.
- Supporting and developing the national talents and promoting them to be leaders in the international fashion forums.
- Formulating the fashion path to keep pace with the Kingdom's Vision 2030. (https://fashion.moc.gov.sa).

The studies that shed light on the characteristics of fashion models were varied, such as the study of "Leanne Maskell, 2019," which aimed to create an educative guide for fashion models in accordance with the vision of the international fashion experts to contribute to the weight of their knowledge and skills towards the field of fashion, in addition to set technical standards for fashion models, there was also the "R.C. Lane, 2013 " study, which aimed to motivate the fashion models to present themselves internationally to fashion shows agencies in a professional manner, while setting specifications for each model according to the multiple fashion sectors, also setting strategies for models to overcome the difficulties they may face. As well as the "J.E. Bright, 2009" study, which aimed to guide girls aspiring to work as fashion models by focusing on proper nutrition, exercising, and taking care of their skin and hair. In addition to studying the clothing fashion, its development and modern trends, as well as the study of "Jean Dawnay, 2018", which aimed to identify the characteristics of the fashion models in the Christian Dior fashion house during the 1950s, and to shed light on the most important English model during this golden age of fashion "Jean Dawny", and touched on all the details that qualified her to become the most famous fashion model at that time.

Studies have recommended the necessity of adopting specifications for fashion models that are different from before, and that according to many factors, which are represented in:

- The nature of the garment design.
- The shape of the body type.
- Customs and traditions of the society.

It is clear from the above that there is a need to set technical specifications for fashion models in light of societal controls in the Kingdom of Saudi Arabia, and that

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based on the goals of the Saudi Fashion commission and the recommendations of previous studies and research, which prompted the researcher to identify the technical specifications for fashion models in light of societal controls in the Kingdom of Saudi Arabia.

Research problem:

The research problem is crystallized in the following questions:

1- What are the types of fashion shows in the Kingdom of Saudi Arabia?

2- What are the international specifications for the fashion models?

3- What are the societal obstacles facing the fashion models in the Kingdom of Saudi Arabia?

Research objectives:

1- Identifying the types of fashion shows in the Kingdom of Saudi Arabia.

2- Determining the international specifications for the fashion models.

3- Identifying the societal obstacles facing the fashion models in the Kingdom of Saudi Arabia.

Research importance:

1- Contributing to achieving the goals of the Saudi Fashion Commission.

2- Highlighting the importance of the fashion model profession as a means of displaying fashion in the Kingdom of Saudi Arabia.

3- An attempt to stimulate tourism in the Kingdom of Saudi Arabia by holding fashion shows with fashion models with artistic specifications in light of societal controls.

Research terms:

Technical Specifications: A set of requirements that must be met in a material, product, or service (Rania Ahmed and Haifa Al-Jasser, 2022 AD, 130).

Fashion model (Model): A person who displays products for art and advertising purposes, including types of attractive models such as "fashion, beauty and fitness products, accessories" (Jean Dawnay, 2018,126).

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community controls: Societal and political mechanisms or processes that regulate the individual and group behavior in an attempt to reach compliance and conformity with the rules of a particular society, government, or social group (Hossam Fayyad, 2018 AD, 5).

Research hypotheses:

1- There are statistically significant differences among the mean degrees of the sample individuals' in the importance of Saudi fashion shows "locally and globally" according to the variables of the study.

2- There are statistically significant differences among the mean degrees of the sample individuals' in the physical specifications of the Saudi fashion model according to the variables of the study.

3- There are statistically significant differences among the mean degrees of the sample individuals' in the personal characteristics of the Saudi fashion model according to the variables of the study.

4- There are statistically significant differences among the mean degrees of the sample individuals' in the professional specifications of the Saudi fashion model according to the variables of the study.

5- There are statistically significant differences among the mean degrees of the sample individuals' in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model, according to the variables of the study.

6- There is a correlation relation among the axes of the questionnaire of the technical specifications for the fashion models and the variables of the study.

7- The participation rate of factors affecting awareness of the technical specifications of the fashion models varies

8- The relative weights of priority for the dimensions of awareness of the technical specifications of the fashion models vary.

Research methodology:

This research follows the descriptive analytical approach to survey opinions on the technical specifications of fashion models in light of societal controls in the

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Kingdom of Saudi Arabia, due to its suitability for achieving the research objectives and verifying its hypotheses.

Research sample:

The research sample consisted of "300" males and females to get their opinions on the possibility of determining the technical specifications of fashion models in light of societal controls in the Kingdom of Saudi Arabia.

Research tools:

Firstly: General data form:

The form included the demographic variables that help in giving an accurate description of the research sample, and included "gender, the educational level, age".

Secondly: A questionnaire on the technical specifications of the fashion models in light of societal controls in the Kingdom of Saudi Arabia: The scale consisted of five main axes:

- **The first axis: The importance of Saudi fashion shows "locally and globally":** It consisted of "10" phrases.
- **The second axis: The physical specifications of the Saudi fashion model:** It consisted of "9" phrases.
- **The third axis: The personal characteristics of the Saudi fashion model:** It consisted of "5" phrases.
- **The fourth axis: The professional specifications of the Saudi fashion model:** It consists of "10" phrases.
- **Fifth axis: The societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model:** It consisted of "8" phrases.

The measurement tool was designed according to Likert's scale, so that sample individuals' express their opinions on a three-dimensional continuum by choosing one of the alternatives (agree, to some extent, disagree), with their responses giving relative weights (3, 2, 1) to the positive phrases, and (1,2,3) for negative phrases.

Research limits:

- **Objective limits:** the technical specifications for the fashion models in light of societal controls in the Kingdom of Saudi Arabia.

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- **Time limits:** the research was conducted in the second semester of the academic year 1443 AH.

The theoretical framework:

Types of fashion shows in the Kingdom of Saudi Arabia:

There are many different types of fashion shows, each of which has different goals and method of presentation. There are seven main types:

- **Formal fashion show:** Fashion models walk on the runway in pairs or alone. The show lasts from 30 minutes to an hour. Models for different designers are displayed, and it is organized in various places.
- **Production fashion show:** It is considered one of the most expensive and most elaborate fashion shows, and it uses theatrical performance. The show lasts for about an hour, during which 15 to 50 fashion models are displayed.
- **Informal fashion show:** A show that is held in an informal environment, during which models wear clothes and display them in the manufacturer's showroom, or in a sales store, and attendance is limited to limited numbers.
- **Designer fashion show:** a show in which the distinctive designs and techniques used are displayed, and the audience is often from the press to spread news about the designs in the media, and the designs are not for sale (Kifayah Soleiman, Sahar Zaghloul, 2007, 146).
- **Charitable fashion show:** a show whose goal is to provide charitable deeds and assistance in the humanitarian crises, where fashion is displayed and sold directly, and a portion of the profits is allocated to charitable causes.
- **Funded fashion show:** One of the most beautiful fashion shows that can be watched, and its cost is high, during which designs from more than one designer are displayed, and the designer participates in the show to promote his latest designs.
- **Fashion Week:** The most common event in the fashion industry, during which fashion houses, designers, and brands display their designs. It is held in the fashion capitals of New York, Paris, Milan, and London. Fashion Week is held twice a year to display fall and winter designs, and to display summer designs (Kifayah Soliman, Ashraf Nour El-Din, 2007 AD, 145).

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Recently, many events related to fashion and fashion shows were held in the Kingdom of Saudi Arabia to display the latest designs that combine local culture and modernity, under the auspices of the Fashion Commission, and the following is an explanation of them:

- **Future of Fashion Campaign**: The Future of Fashion is the leading event of the Fashion Commission, as it was launched in its first year in 2019 for three days in Riyadh. The event included a mixture of knowledge and cultural exchange opportunities in the form of an exhibition, workshops, and conference, in addition to a fashion show, and all of fashion were created by Saudi fashion designers.
- **Fashion in the Saudi Cup:** The Fashion Commission issued a dress code guide for attending the 2020 Saudi Cup for Horse Racing to encourage attendees to draw inspiration for their costumes from the ancient past, and from the traditions of the Kingdom, which is rich in its heritage costumes. The dress code guide presented a group of traditional looks from all over the Kingdom, with ideas explaining how to borrow from these looks and combine them with the spirit of the modern era (https://fashion.moc.gov.sa).
- **Eternity Colors Exhibition:** It is a visual tour of historical and modern Saudi wedding dress styles, which were combined to show the continuity of fashion traditions in the Kingdom. The exhibition also presented European designs that became famous in the 1980s, and the exhibition also displayed a group of traditional textiles.
- **Modest Fashion Weeks in Riyadh Fashion:** The Saudi capital, Riyadh, hosted modest fashion shows for the first time in the history of the Kingdom in December 2022. They were held over three days, with the participation of 35 designers from 20 different countries, who met to celebrate the emergence of modest fashion trends.

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One of the fashion displayed in the Future of Fashion campaign

Dress code guide

A costume inspired by the traditions of the Kingdom of Saudi Arabia

Eternity Colors Exhibition

Clothing selections presented at modest fashion weeks in Riyadh

(https://fashion.moc.gov.sa)

International specifications for fashion models:

Fashion models have high specifications, in order to be able to perform their required role in an optimal manner, these specifications are represented in:

- The height must not be less than 170 centimeters, and the weight must not be less than 52 kilograms.
- Body type is consistent, meaning weight with height, so that the figure is slender and the waist is clearly defined.
- Enjoying a special attraction and striking charisma, and possessing a bold and courageous personality that confronts others without tension.
- Full knowledge of the steps of walking, swaying, and etiquette, and exercising regularly to maintain the shape of the figure and the consistency of the skin.

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- Familiarity with the science of coordinating fashion and colors, the method of styling hair to suit the design and occasion of the outfit, the method of applying cosmetics according to the clothing plan and facial features, and familiarity with the latest international fashion trends.
- Familiarity with the principles of healthy nutrition, eating balanced food, and staying away from foods and drinks that cause fat accumulation.
- Stay away from soft drinks and alcohol, and drink plenty of water to maintain clear skin.

(Leanne Maskell, 2019, 254)

Societal obstacles facing fashion models in the Kingdom of Saudi Arabia:

The Kingdom of Saudi Arabia is witnessing a development in the creative movement in the fashion industry and fashion shows, and that by the Saudi female citizens led as fashion models, which makes the Kingdom present globally in this field. Maryam Musalli, founder of Niche Arabia, confirms in an interview with Asharq Al-Awsat newspaper that the fashion model is not just clothes hanger whose mission is to highlight the beauty of fashion, but its function is to bring fashion designs out of stagnation and into life (https://www.albayan.ae).

However, there are some societal obstacles facing Saudi women to work as fashion models, which are:

- Most Saudi families refuse to allow women to work in mixed-sex jobs.
- Saudi women are often subject to male authority regarding their work decisions.
- The psychological pressures that women face to work as fashion models due to the nature of society's culture.
- Women's inability to make the decision to join work as a fashion model.
- The model's long working hours, depriving her of interest in her personal life.
- Societal customs and traditions limit women from joining the fashion model profession.
- Society is not convinced that Saudi women work as fashion models.
- Lack of appropriate professional guidance regarding the work of a fashion model due to the lack of sufficient information about this profession in relation to the needs of the labor market. (Abd Allah Al-Shatwy, 2008 AD, 19) (https://www.alukah.net).

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As a result of the change that the Kingdom of Saudi Arabia is witnessing in accordance with Vision 2030 AD, which embraces difference and diversity, beauty is no longer measured by uniform standards for a fashion model, but rather by what is appropriate for the Saudi environment, which is characterized by a great diversity of aesthetic standards from what the West promotes, and this is what the researcher is trying to reach it by setting technical specifications for fashion models in light of societal controls in the Kingdom of Saudi Arabia.

Sincerity and Reliability

Sincerity of the questionnaire:

It means the ability of the questionnaire to measure what it was put to measure it.

Sincerity of the internal consistency:

1- Calculating the correlation coefficients between the degree of each phrase of the phrases that make up each axis, and the total degree of the axis in the questionnaire.

2- Calculating the correlation coefficients between the total degree for each axis of the questionnaire and the total degree in the questionnaire.

The first axis: The importance of Saudi fashion shows "locally and globally:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the degree of each phrase and the degree of the axis (**the importance of Saudi fashion shows "locally and globally**), and the following table shows that:

Table (1) values of the correlation coefficients between the degree of each phrase and the degree of the axis (the importance of Saudi fashion shows "locally and globally)

S	Correlations	Significance	S	Correlations	Significance
1-	0.795	0.01	6-	0.872	0.01
2-	0.836	0.01	7-	0.726	0.01
3-	0.607	0.05	8-	0.778	0.01
4-	0.741	0.01	9-	0.819	0.01
5-	0.903	0.01	10-	0.623	0.05

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It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire phrases.

The second axis: The physical specifications of the Saudi fashion model:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the degree of each phrase and the degree of the axis (**the physical specifications of the Saudi fashion model**), and the following table shows that:

Table (2) values of the correlation coefficients between the degree of each phrase and the degree of the axis (the physical specifications of the Saudi fashion model)

S	Correlations	Significance	S	Correlations	Significance
1-	0.619	0.05	6-	0.782	0.01
2-	0.707	0.01	7-	0.642	0.05
3-	0.943	0.01	8-	0.846	0.01
4-	0.854	0.01	9-	0.718	0.01
5-	0.925	0.01			

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire phrases.

The third axis: The personal characteristics of the Saudi fashion model:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the degree of each phrase and the degree of the axis (**the personal characteristics of the Saudi fashion model**), and the following table shows that:

Table (3) values of the correlation coefficients between the degree of each phrase and the degree of the axis (the personal characteristics of the Saudi fashion model)

S	Correlations	Significance	S	Correlations	Significance
1-	0.843	0.01	4-	0.635	0.05
2-	0.896	0.01	5-	0.759	0.01
3-	0.954	0.01			

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It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire phrases.

The fourth axis: The professional specifications of the Saudi fashion model:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the degree of each phrase and the degree of the axis (**the professional specifications of the Saudi fashion model**), and the following table shows that:

Table (4) values of the correlation coefficients between the degree of each phrase and the degree of the axis (the professional specifications of the Saudi fashion model)

S	Correlations	Significance	S	Correlations	Significance
1-	0.914	0.01	6-	0.627	0.05
2-	0.608	0.05	7-	0.734	0.01
3-	0.641	0.05	8-	0.951	0.01
4-	0.887	0.01	9-	0.825	0.01
5-	0.802	0.01	10-	0.868	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire phrases.

The fifth axis: The societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the degree of each phrase and the degree of the axis (**the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model**), and the following table shows that:

Table (5) values of the correlation coefficients between the degree of each phrase and the degree of the axis (the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model)

S	Correlations	Significance	S	Correlations	Significance
1-	0.931	0.01	5-	0.877	0.01

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2-	0.613	0.05	6-	0.948	0.01
3-	0.763	0.01	7-	0.639	0.05
4-	0.838	0.01	8-	0.791	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire phrases.

Sincerity by using the internal consistency between the total degree of each axis and the total degree of the questionnaire:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the total degree of each axis (**the importance of Saudi fashion shows "locally and globally, the physical specifications of the Saudi fashion model, the personal characteristics of the Saudi fashion model, the professional specifications of the Saudi fashion model, the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model**) and the total degree of the questionnaire, and the following table shows this:

Table (6) values of the correlation coefficients between the total degree of each axis and the total degree of the questionnaire

	Correlations	Significance
The first axis: the importance of Saudi fashion shows "locally and globally	0.859	0.01
The second axis: the physical specifications of the Saudi fashion model	0.724	0.01
The third axis: the personal characteristics of the Saudi fashion model	0.816	0.01
The fourth axis: the professional specifications of the Saudi fashion model	0.828	0.01
The fifth axis: the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model	0.774	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire axes.

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Reliability:

Reliability means the accuracy of the application in the measurement and observation, and it does not a contradiction with itself, and its consistence with what it providing us with information about the examiner's behavior, and it is the ratio between the variance of the degree on the questionnaire that indicates the actual performance of the examiner, and the reliability has been calculated by:

1- Alpha Cronbach coefficient
2- Split-half method

Table (7) values of the reliability coefficient of the questionnaire axes

Axes	Alpha coefficient	Split-half
The first axis: the importance of Saudi fashion shows "locally and globally	0.791	0.754 – 0.836
The second axis: the physical specifications of the Saudi fashion model	0.874	0.832 – 0.916
The third axis: the personal characteristics of the Saudi fashion model	0.812	0.777 – 0.850
The fourth axis: the professional specifications of the Saudi fashion model	0.764	0.726 – 0.803
The fifth axis: the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model	0.909	0.867 – 0.948
Reliability of the questionnaire as whole	0.851	0.813 – 0.890

It is clear from the previous table that the all values of the reliability coefficients: the Alpha coefficient, the Split-half are significant at the level of 0.01 and that indicates the reliability of the questionnaire.

General data

1- Gender:

Table (8) and chart (1) show the distribution of the research sample individuals according to the Gender variable.

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Table (8) Distribution of the research sample individuals according to the Gender variable

Gender	Number	Percentage %
Male	138	46%
Female	162	54%
Sum	300	100%

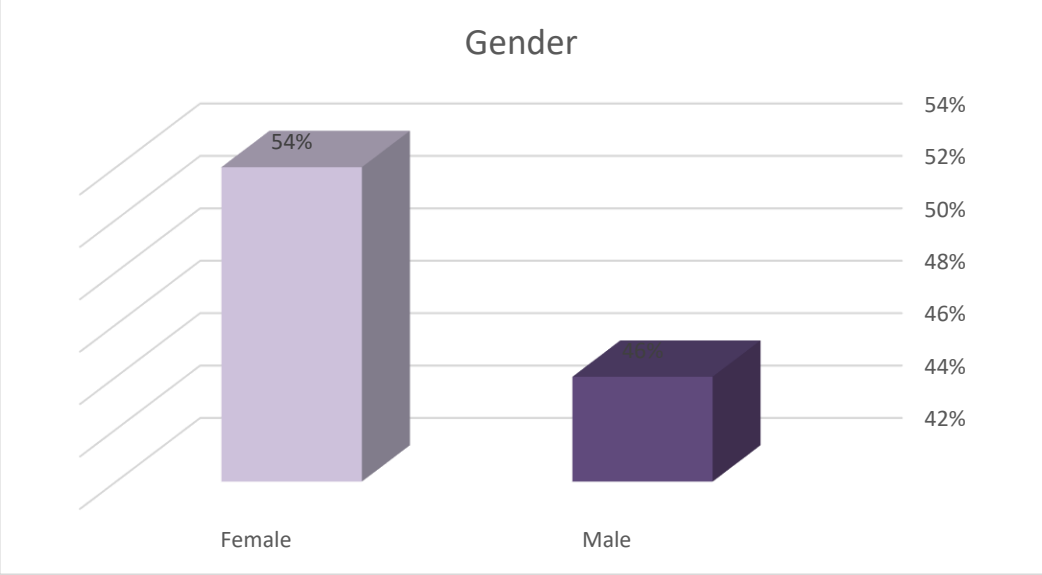

Chart (1) shows the distribution of the research sample individuals according to the Gender variable

From table (8) and chart (1), it is clear that 162 from the research sample individuals are **Females** by 54%, while 138 from the research sample individuals are **Males** by 46%.

2- The educational level:

Table (9) and chart (2) show the distribution of the research sample individuals according to the educational level variable.

Table (9) Distribution of the research sample individuals according to the educational level variable

The educational level	Number	Percentage %
High school diploma or less	68	22.7%
Diploma	101	33.7%
University degree / "Master's, Doctorate"	131	43.6%

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Sum	300	100%

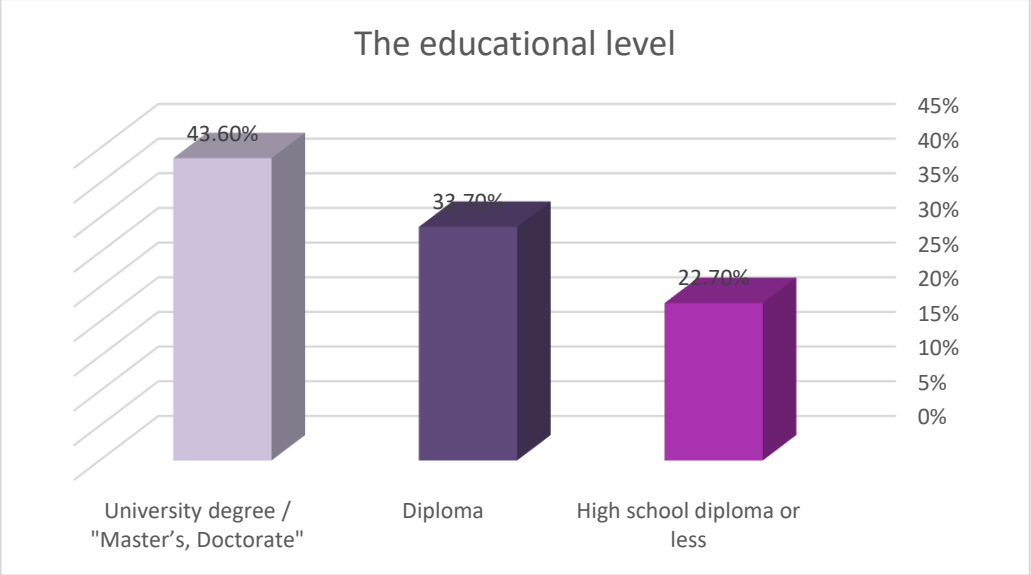

Chart (2) shows the distribution of the research sample individuals according to the educational level variable

From table (9) and chart (2), it is clear that 131 from the research sample individuals have **University degree / "Master's, Doctorate"** by 43.6%, followed by 101 of the research sample individuals have **Diploma** by 33.7%, and came in the third rank 68 from the research sample individuals have **High school diploma or less** by 22.7%.

3- The age:

Table (10) and chart (3) show the distribution of the research sample individuals according to the age variable.

Table (10) Distribution of the research sample individuals according to the age variable

The age	Number	Percentage %
Less than 30 years	88	29.3%
From 30 years to less than 40 years	115	38.3%
From 40 years and over	97	32.3%
Sum	300	100%

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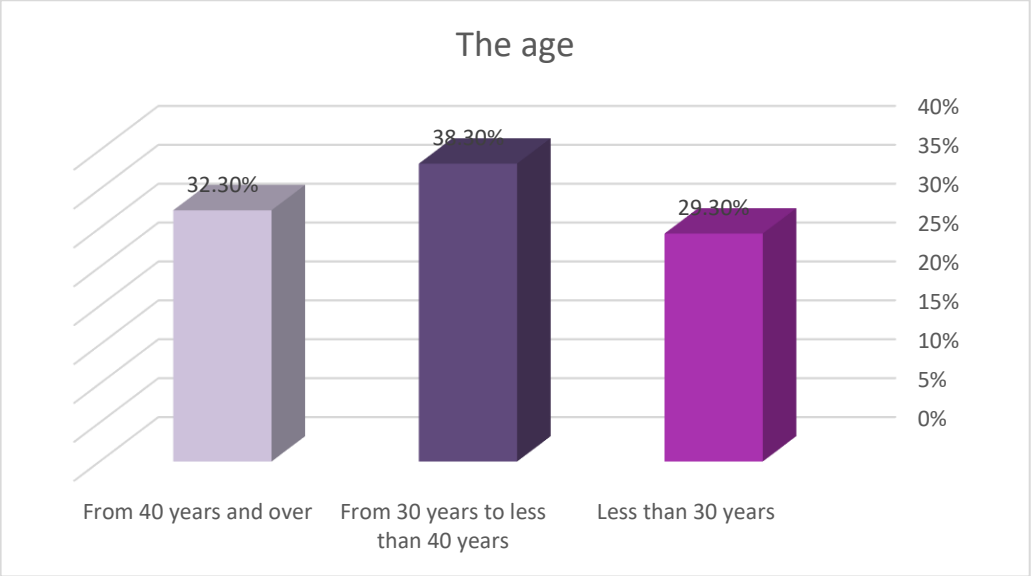

Chart (3) shows the distribution of the research sample individuals according to the age variable

From table (10) and chart (3), it is clear that 115 from the research sample individuals their ages ranged **From 30 years to less than 40 years** by 38.3%, followed by 97 from the research sample individuals their ages were **From 40 years and over** by 32.3%, and finally 88 from the research sample individuals their ages were **Less than 30 years old** by 29.3%.

Research results:

The first hypothesis:

"There are statistically significant differences among the mean degrees of the sample individuals' in the importance of Saudi fashion shows "locally and globally" according to the variables of the study".

To investigate this hypothesis, the (T) test and the analysis of variance were calculated for the degrees of the sample individuals in **the importance of Saudi fashion shows "locally and globally"**, and the following tables show that:

Table (11) the differences in the mean degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally" according to the Gender variable

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Gender	Mean	Std. Deviation	N	df	T	Sig
Males	19.443	1.084	138	298	8.321	0.01 In favor of Females
Females	27.261	2.592	162			

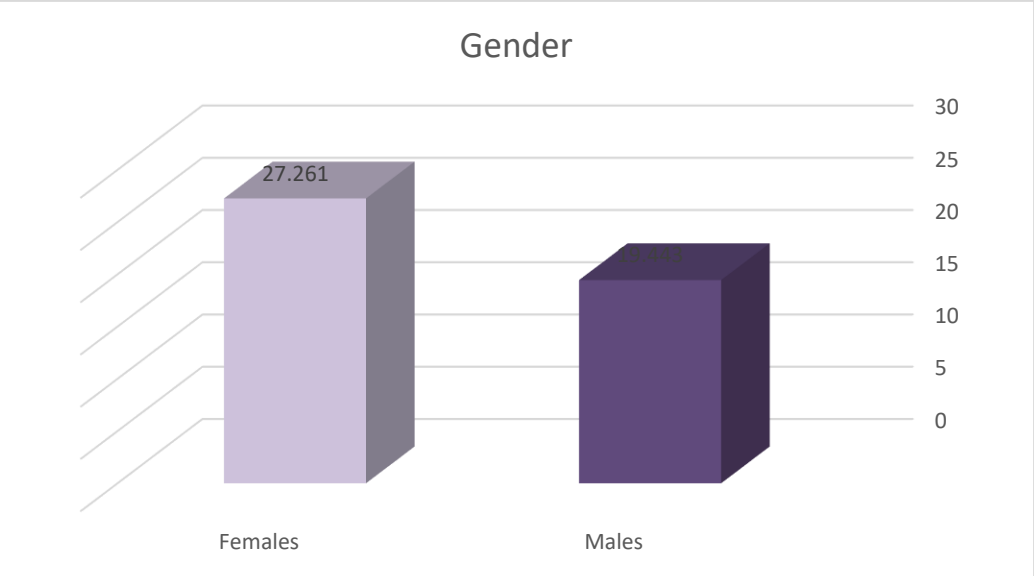

Chart (4) the differences in the mean degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally" according to the Gender variable

From table (11) and chart (4), it is clear that the value of (T) was (8.321), and it is a statistically significant value at the significance level of (0.01) in favor of Females, where the mean degree of Females reached (27.261), while the mean degree of Males was (19.443), which indicates that Females were more aware of the importance of Saudi fashion shows "locally and internationally" than Males.

Table (12) an analysis of variance for the degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally"according to the educational level variable

The educational level	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	19383.315	9742.157	2	32.443	

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Within groups	**89183.907**	**300.283**	**297**		**0.01 Sig.**
Sum	**108668.222**		**299**		

Table (12): shows that the value of (**F**) was (**32.443**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the importance of Saudi fashion shows "locally and globally" according to the educational level variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (13) Scheffe's test for the multiple comparisons

The educational level	Low M= 16.001	Intermediate M=18.436	High M=25.137
Low	-		
Intermediate	**2.435***	-	
High	**9.136****	**6.701****	-

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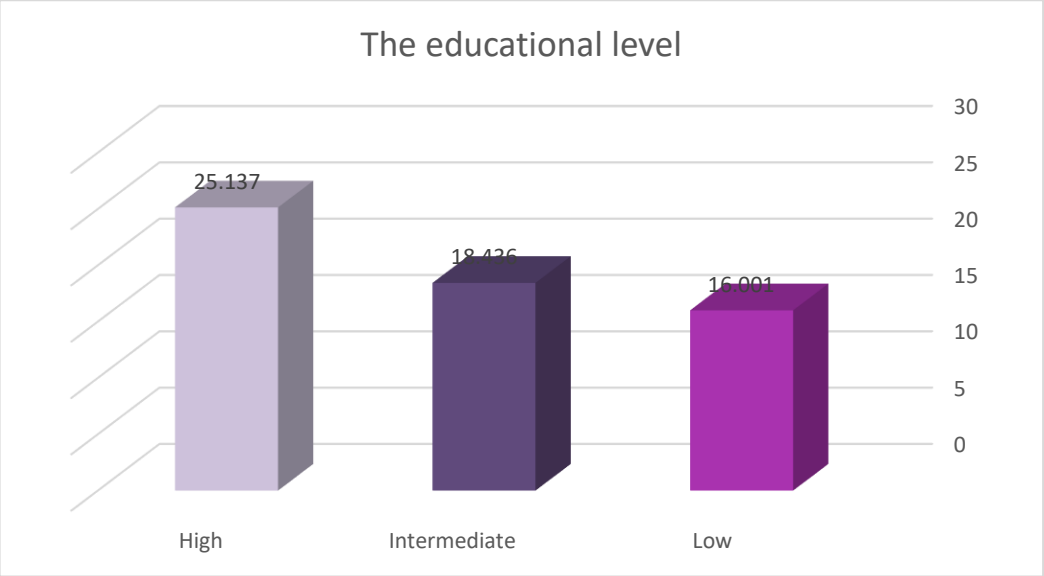

Chart (5) differences of the degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally" according to the educational level variable

From table (13) and chart (5), it is clear that: there are differences in the importance of Saudi fashion shows "locally and globally" among the sample individuals in the High educational level and both of the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the High educational level at the significance level of (0.01). While , there are differences among the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the Intermediate educational level at the significance level of (0.05), where the mean degree of the sample individuals in the High educational level reached (25.137), followed by the sample individuals in the Intermediate educational level by (18.436), and finally, the sample individuals in the Low educational level by (16.001). So, the sample individuals in the High educational level came in the first rank where they were more aware of the importance of Saudi fashion shows "locally and globally", and then the sample individuals in the Intermediate educational level were in the second rank, then the sample individuals in the Low educational level in the last rank.

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Table (14) an analysis of variance for the degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally"according to the age variable

The age	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	21173.737	10586.869	2	42.990	0.01 Sig.
Within groups	73140.346	246.264	297		
Sum	94314.083		299		

Table (14): shows that the value of (**F**) was (**42.990**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the importance of Saudi fashion shows "locally and globally"according to the age variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (15) Scheffe's test for the multiple comparisons

The age	Less than 30 years M= 14,537	From 30 years to less than 40 years M=20.335	From 40 years and over M=27.419
Less than 30 years	-		
From 30 years to less than 40 years	5.798**	-	
From 40 years and over	12.882**	7.084**	-

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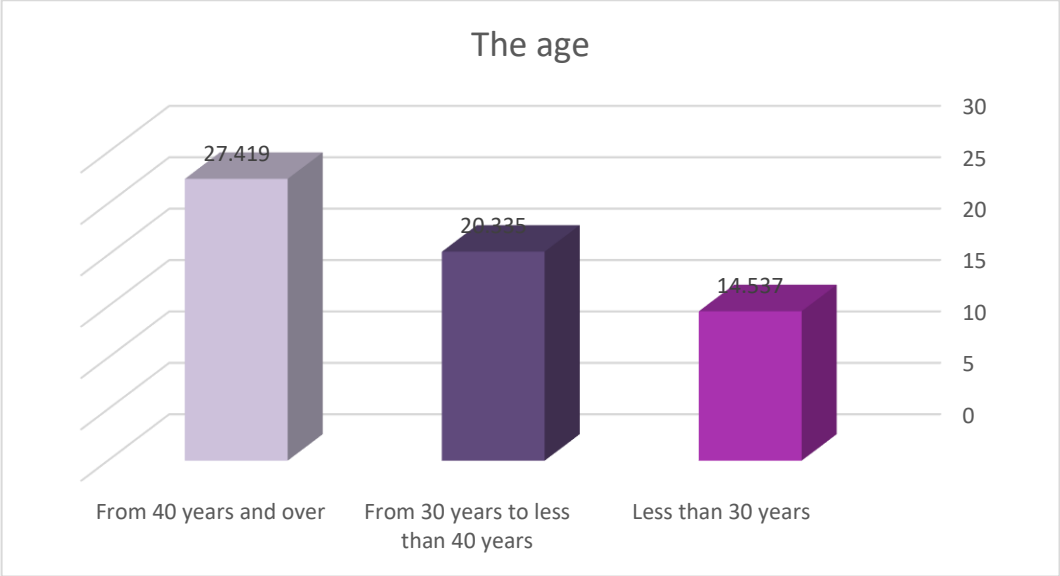

Chart (6) differences of the degrees of the sample individuals in the importance of Saudi fashion shows "locally and globally" according to the age variable

From table (15) and chart (6), it is clear that: There are differences in the importance of Saudi fashion shows "locally and globally" among the sample individuals aged "From 40 years and over" and both of the sample individuals aged "From 30 years to less than 40 years", "less than 30 years" in favor of the sample individuals aged "From 40 year or more" at a significance level of (0.01). There are also differences among the sample individuals aged "From 30 to less than 40 years" and the sample individuals aged "less than 30 years" in favor of the sample individuals aged "From 30 to less than 40 years" at a significance level (0.01), where the mean degree of the sample individuals aged "From 40 years and above" reached (27.419), followed by the sample individuals aged "From 30 years to less than 40 years" by (20.335), and finally the sample individuals aged "less than 30 years" by (14,537). So, the sample individuals aged "From 40 years and over" came in the first rank, where they were more aware of the importance of Saudi fashion shows "locally and globally", then the sample individuals aged "From 30 years to less than 40 years" came in the second rank, then the sample individuals aged "Less than 30 years " came in the third rank.

The second hypothesis:

"There are statistically significant differences among the mean degrees of the sample individuals' in the physical specifications of the Saudi fashion model according to the variables of the study".

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To investigate this hypothesis, the (T) test and the analysis of variance were calculated for the degrees of the sample individuals in **the physical specifications of the Saudi fashion model**, and the following tables show that:

Table (16) the differences in the mean degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the Gender variable

Gender	Mean	Std. Deviation	N	df	T	Sig
Males	15.276	1.087	138	298	9.536	0.01 In favor of Females
Females	24.528	2.061	162			

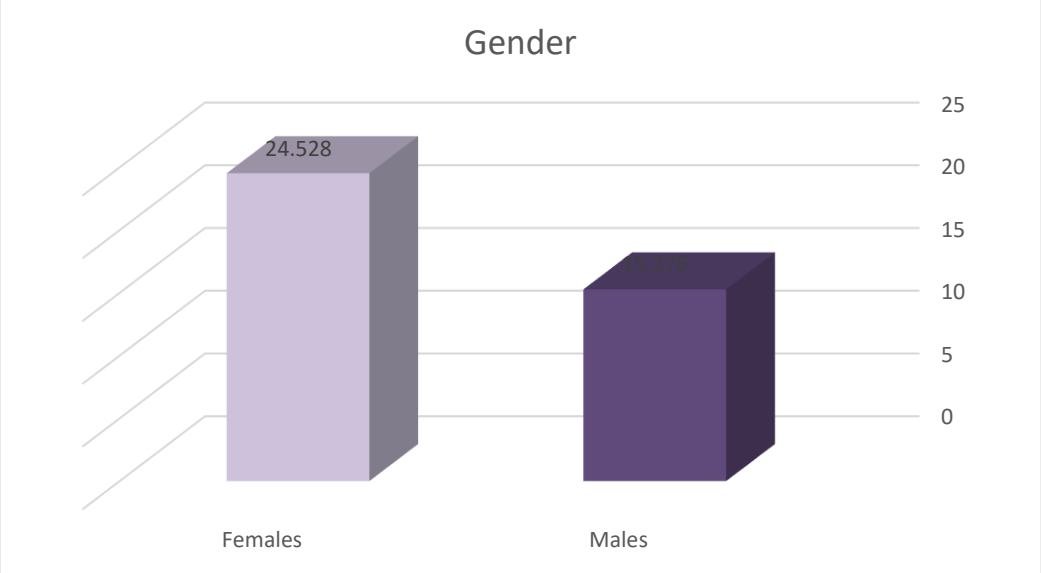

Chart (7) the differences in the mean degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the Gender variable

From table (16) and chart (7), it is clear that the value of (T) was (9.536), and it is a statistically significant value at the significance level of (0.01) in favor of Females, where the mean degree of Females reached (24.528), while the mean degree of Males was (15.276), which indicates that Females were more aware of the physical specifications of the Saudi fashion model than Males.

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Table (17) an analysis of variance for the degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the educational level variable

The educational level	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	21721.441	10860.721	2	55.176	0.01 Sig.
Within groups	58460.388	196.836	297		
Sum	80181.829		299		

Table (17): shows that the value of (**F**) was (**55.176**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the physical specifications of the Saudi fashion model according to the educational level variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (18) Scheffe's test for the multiple comparisons

The educational level	Low M= 14.928	Intermediate M=20.337	High M=26.517
Low	-		
Intermediate	5.409**	-	
High	11.589**	6.180**	-

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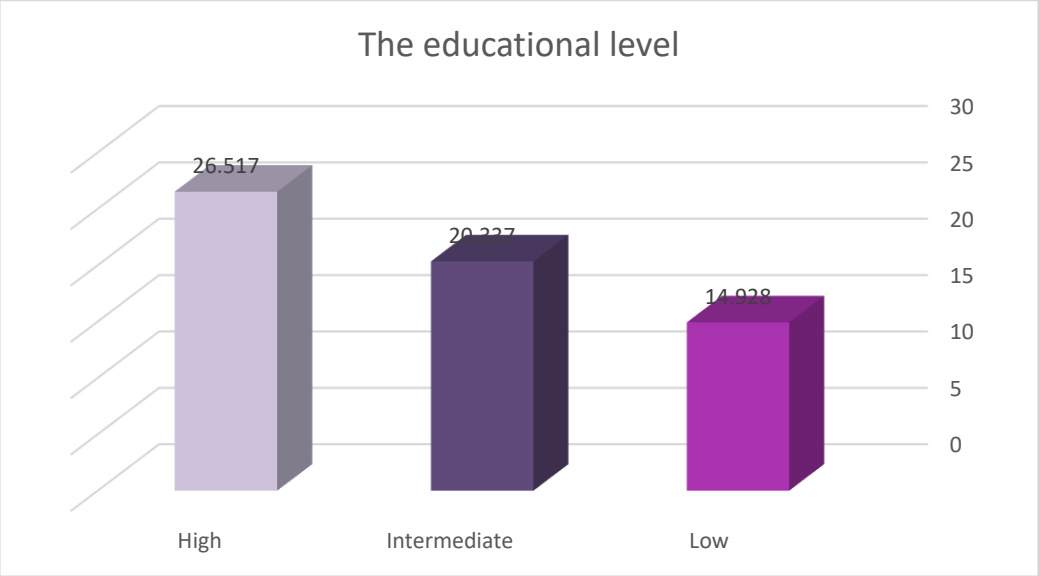

Chart (8) differences of the degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the educational level variable

From table (18) and chart (8), it is clear that: there are differences in the physical specifications of the Saudi fashion model among the sample individuals in the High educational level and both of the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the High educational level at the significance level of (0.01). Also , there are differences among the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the Intermediate educational level at the significance level of (0.01), where the mean degree of the sample individuals in the High educational level reached (26.517), followed by the sample individuals in the Intermediate educational level by (20.337), and finally, the sample individuals in the Low educational level by (14.928). So, the sample individuals in the High educational level came in the first rank where they were more aware of the physical specifications of the Saudi fashion model, and then the sample individuals in the Intermediate educational level were in the second rank, then the sample individuals in the Low educational level in the last rank.

Table (19) an analysis of variance for the degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the age variable

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The age	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	19826.410	9913.205	2	37.486	0.01 Sig.
Within groups	78542.269	264.452	297		
Sum	98368.679		299		

Table (19): shows that the value of (**F**) was (**37.486**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the physical specifications of the Saudi fashion model according to the age variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (20) Scheffe's test for the multiple comparisons

The age	Less than 30 years M= 17.063	From 30 years to less than 40 years M=19.543	From 40 years and over M=23.818
Less than 30 years	-		
From 30 years to less than 40 years	2.480*	-	
From 40 years and over	6.755**	4.275**	-

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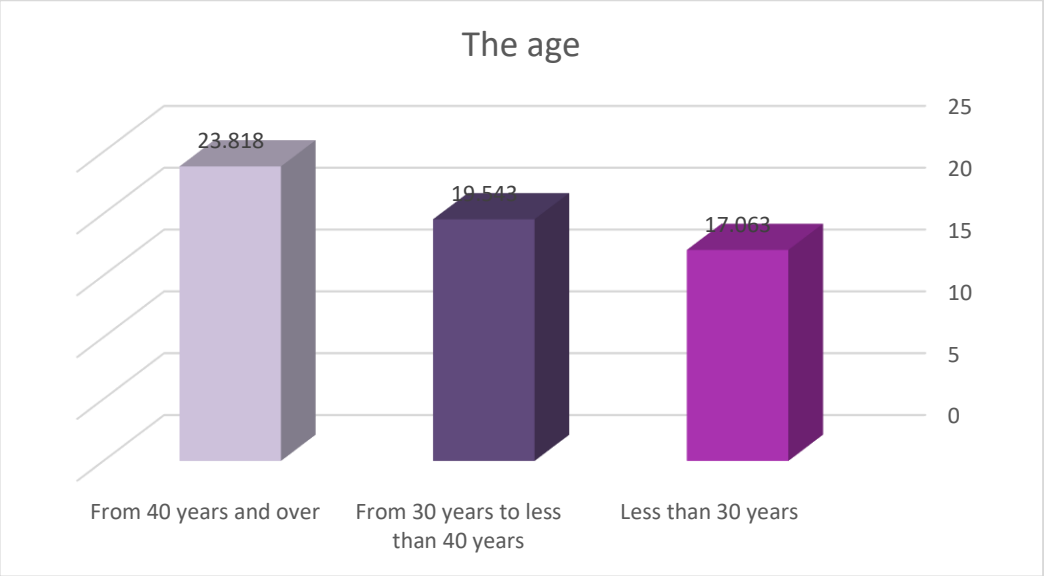

Chart (9) differences of the degrees of the sample individuals in the physical specifications of the Saudi fashion model according to the age variable

From table (20) and chart (9), it is clear that: There are differences in the physical specifications of the Saudi fashion model among the sample individuals aged "From 40 years and over" and both of the sample individuals aged "From 30 years to less than 40 years", "less than 30 years" in favor of the sample individuals aged "From 40 years and over " at a significance level of (0.01). While, there are differences among the sample individuals aged "From 30 to less than 40 years" and the sample individuals aged "less than 30 years" in favor of the sample individuals aged "From 30 to less than 40 years" at a significance level (0.05), where the mean degree of the sample individuals aged "From 40 years and above" reached (23.818), followed by the sample individuals aged "From 30 years to less than 40 years" by (19.543), and finally the sample individuals aged "less than 30 years" by (17.063). So, the sample individuals aged "From 40 years and over" came in the first rank, where they were more aware of the physical specifications of the Saudi fashion model, then the sample individuals aged "From 30 years to less than 40 years" came in the second rank, then the sample individuals aged "Less than 30 years " came in the third rank.

The third hypothesis:

"There are statistically significant differences among the mean degrees of the sample individuals' in the personal characteristics of the Saudi fashion model according to the variables of the study".

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To investigate this hypothesis, the (T) test and the analysis of variance were calculated for the degrees of the sample individuals in **the personal characteristics of the Saudi fashion model**, and the following tables show that:

Table (21) the differences in the mean degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the Gender variable

Gender	Mean	Std. Deviation	N	df	T	Sig
Males	7.412	1.001	138	298	5.430	0.01 In favor of Females
Females	13.667	1.857	162			

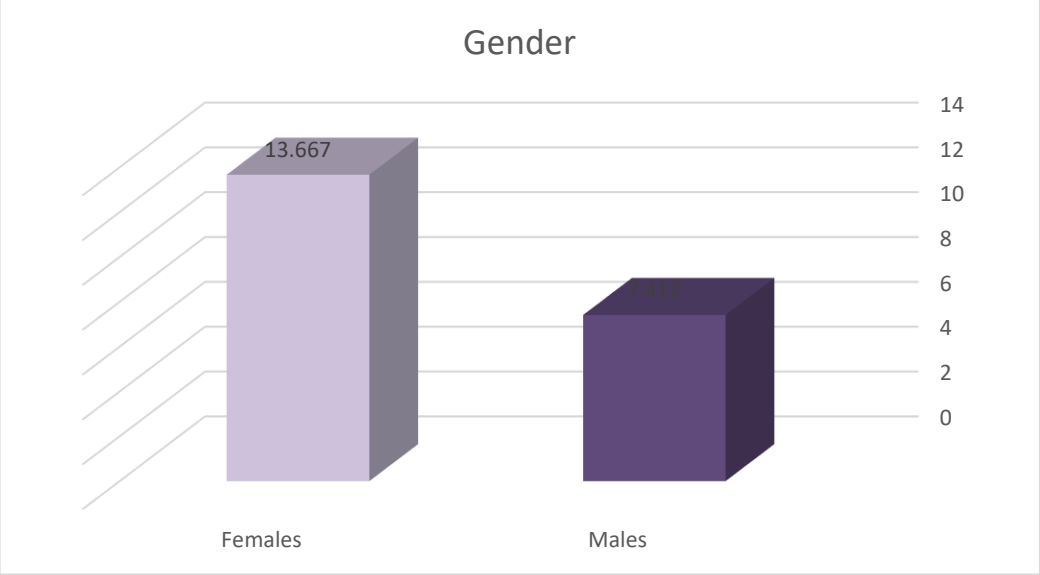

Chart (10) the differences in the mean degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the Gender variable

From table (21) and chart (10), it is clear that the value of (T) was (5.430), and it is a statistically significant value at the significance level of (0.01) in favor of Females, where the mean degree of Females reached (13.667), while the mean degree of Males was (7.412), which indicates that Females were more aware of the personal characteristics of the Saudi fashion model than Males.

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Table (22) an analysis of variance for the degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the educational level variable

The educational level	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	21930.834	10965.417	2	61.054	0.01 Sig.
Within groups	53341.470	179.601	297		
Sum	75272.304		299		

Table (22): shows that the value of (**F**) was (**61.054**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the personal characteristics of the Saudi fashion model according to the educational level variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (23) Scheffe's test for the multiple comparisons

The educational level	Low M= 7.063	Intermediate M=10.456	High M=14.001
Low	-		
Intermediate	3.393**	-	
High	6.938**	3.545**	-

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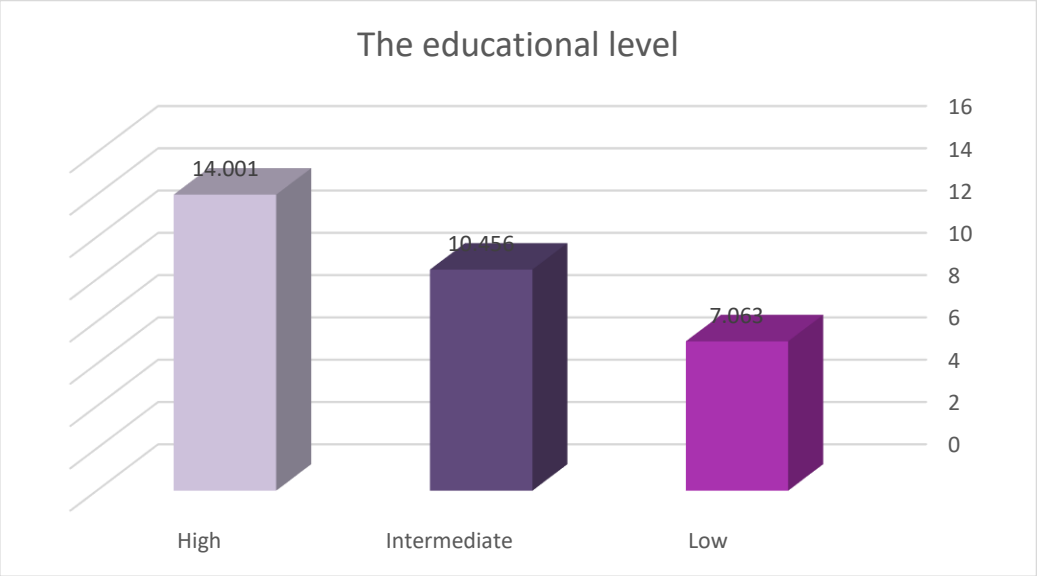

Chart (11) differences of the degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the educational level variable

From table (23) and chart (11), it is clear that: there are differences in the personal characteristics of the Saudi fashion model among the sample individuals in the High educational level and both of the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the High educational level at the significance level of (0.01). Also, there are differences among the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the Intermediate educational level at the significance level of (0.01), where the mean degree of the sample individuals in the High educational level reached (14.001), followed by the sample individuals in the Intermediate educational level by (10.456), and finally, the sample individuals in the Low educational level by (7.063). So, the sample individuals in the High educational level came in the first rank where they were more aware of the personal characteristics of the Saudi fashion model, and then the sample individuals in the Intermediate educational level were in the second rank, then the sample individuals in the Low educational level in the last rank.

Table (24) an analysis of variance for the degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the age variable

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The age	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	20236.238	10118.119	2	41.915	0.01 Sig.
Within groups	71693.948	241.394	297		
Sum	91930.186		299		

Table (24): shows that the value of (**F**) was (**41.915**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the personal characteristics of the Saudi fashion model according to the age variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (25) Scheffe's test for the multiple comparisons

The age	Less than 30 years M= 5.443	From 30 years to less than 40 years M=9.357	From 40 years and over M=12.891
Less than 30 years	-		
From 30 years to less than 40 years	3.914**	-	
From 40 years and over	7.448**	3.534**	-

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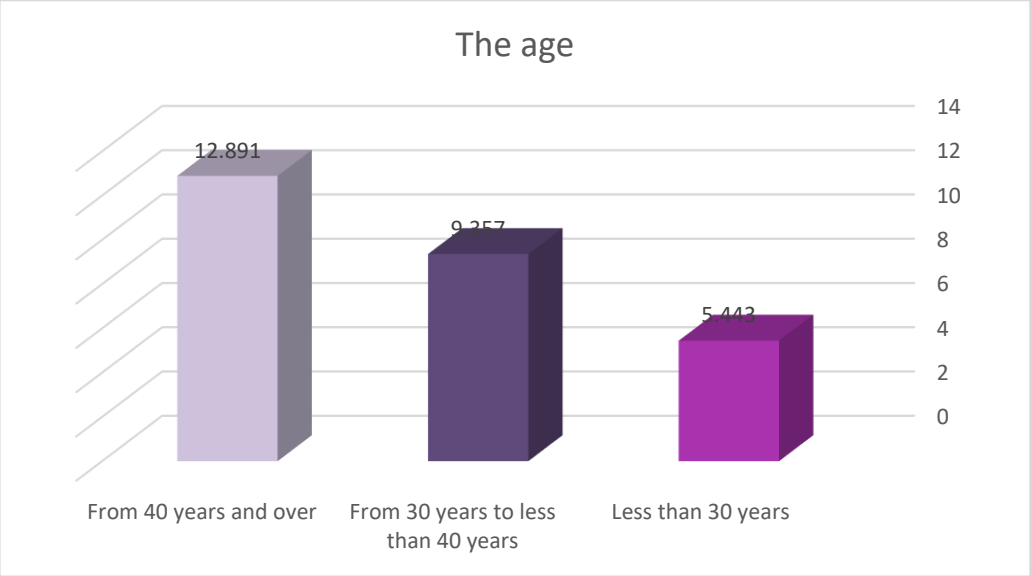

Chart (12) differences of the degrees of the sample individuals in the personal characteristics of the Saudi fashion model according to the age variable

From table (25) and chart (12), it is clear that: There are differences in the personal characteristics of the Saudi fashion model among the sample individuals aged "From 40 years and over" and both of the sample individuals aged "From 30 years to less than 40 years", "less than 30 years" in favor of the sample individuals aged "From 40 years and over " at a significance level of (0.01). Also, there are differences among the sample individuals aged "From 30 to less than 40 years" and the sample individuals aged "less than 30 years" in favor of the sample individuals aged "From 30 to less than 40 years" at a significance level (0.01), where the mean degree of the sample individuals aged "From 40 years and above" reached (12.891), followed by the sample individuals aged "From 30 years to less than 40 years" by (9.357), and finally the sample individuals aged "less than 30 years" by (5.443). So, the sample individuals aged "From 40 years and over" came in the first rank, where they were more aware of the personal characteristics of the Saudi fashion model, then the sample individuals aged "From 30 years to less than 40 years" came in the second rank, then the sample individuals aged "Less than 30 years " came in the third rank.

The fourth hypothesis:

"There are statistically significant differences among the mean degrees of the sample individuals' in the professional specifications of the Saudi fashion model according to the variables of the study".

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To investigate this hypothesis, the (T) test and the analysis of variance were calculated for the degrees of the sample individuals in **the professional specifications of the Saudi fashion model**, and the following tables show that:

Table (26) the differences in the mean degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the Gender variable

Gender	Mean	Std. Deviation	N	df	T	Sig
Males	11.400	1.329	138	298	12.085	0.01 In favor of Females
Females	24.391	2.881	162			

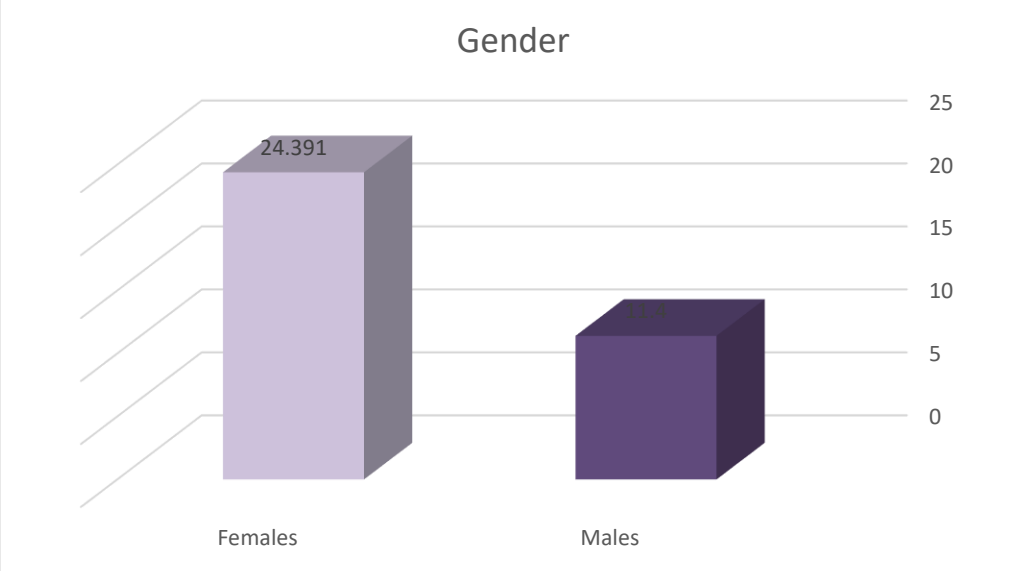

Chart (13) the differences in the mean degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the Gender variable

From table (26) and chart (13), it is clear that the value of (T) was (12.085), and it is a statistically significant value at the significance level of (0.01) in favor of Females, where the mean degree of Females reached (24.391), while the mean degree of Males was (11.400), which indicates that Females were more aware of the professional specifications of the Saudi fashion model than Males.

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Table (27) an analysis of variance for the degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the educational level variable

The educational level	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	20717.334	10358.667	2	52.310	0.01 Sig.
Within groups	58813.252	198.024	297		
Sum	79530.586		299		

Table (27): shows that the value of (**F**) was (**52.310**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the professional specifications of the Saudi fashion model according to the educational level variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (28) Scheffe's test for the multiple comparisons

The educational level	Low M= 14.663	Intermediate M=21.450	High M=28.281
Low	-		
Intermediate	6.787**	-	
High	13.618**	6.831**	-

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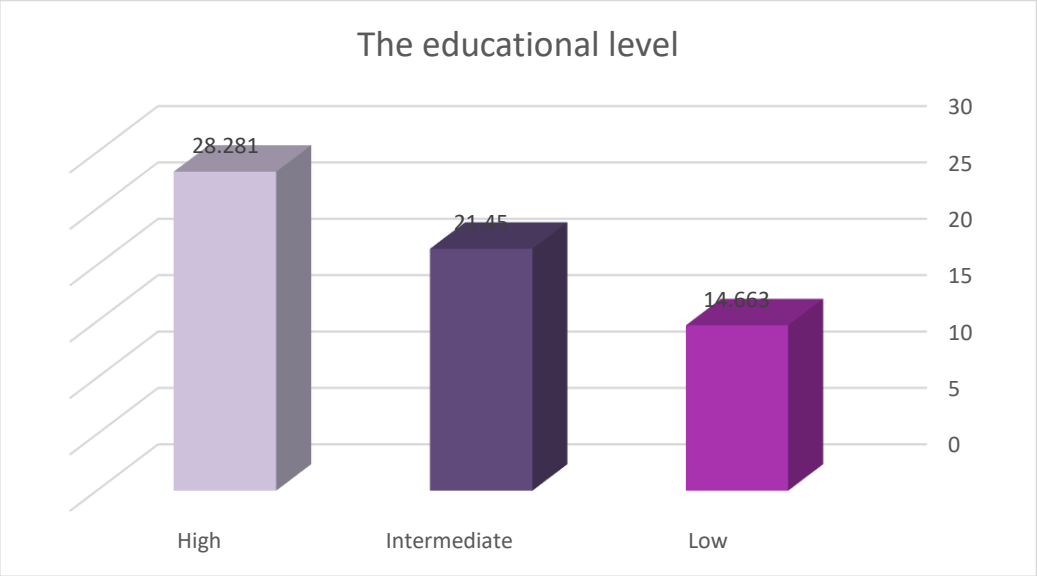

Chart (14) differences of the degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the educational level variable

From table (28) and chart (14), it is clear that: there are differences in the professional specifications of the Saudi fashion model among the sample individuals in the High educational level and both of the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the High educational level at the significance level of (0.01). Also, there are differences among the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the Intermediate educational level at the significance level of (0.01), where the mean degree of the sample individuals in the High educational level reached (28.281), followed by the sample individuals in the Intermediate educational level by (21.450), and finally, the sample individuals in the Low educational level by (14.663). So, the sample individuals in the High educational level came in the first rank where they were more aware of the professional specifications of the Saudi fashion model, and then the sample individuals in the Intermediate educational level were in the second rank, then the sample individuals in the Low educational level in the last rank.

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Table (29) an analysis of variance for the degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the age variable

The age	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	19714.146	9857.073	2	35.727	0.01 Sig.
Within groups	81941.256	275.896	297		
Sum	101655.402		299		

Table (29): shows that the value of (**F**) was (**35.727**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the professional specifications of the Saudi fashion model according to the age variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (30) Scheffe's test for the multiple comparisons

The age	Less than 30 years M= 18.223	From 30 years to less than 40 years M=20.870	From 40 years and over M=25.516
Less than 30 years	-		
From 30 years to less than 40 years	2.647*	-	
From 40 years and over	7.293**	4.646**	-

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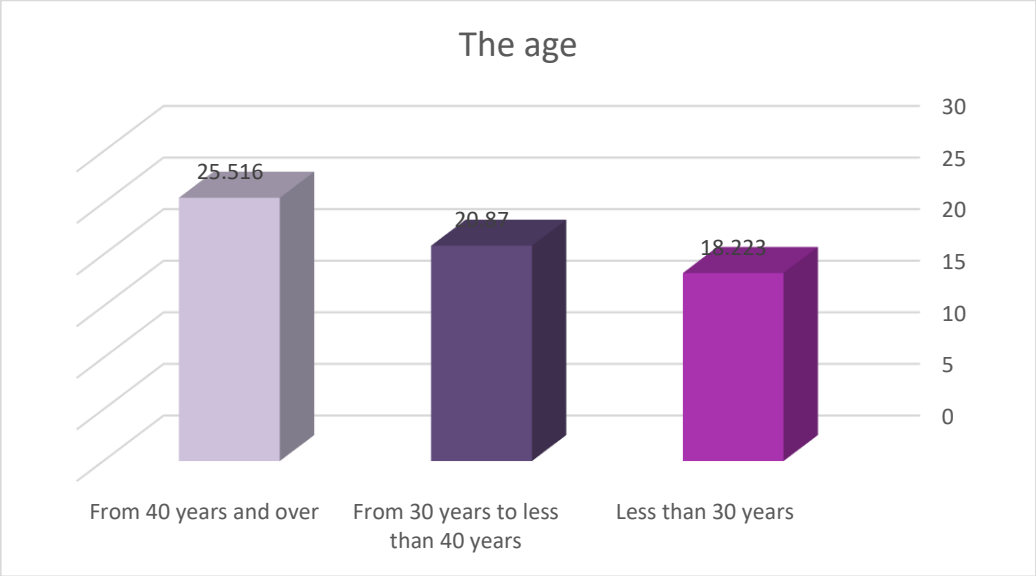

Chart (15) differences of the degrees of the sample individuals in the professional specifications of the Saudi fashion model according to the age variable

From table (30) and chart (15), it is clear that: There are differences in the professional specifications of the Saudi fashion model among the sample individuals aged "From 40 years and over" and both of the sample individuals aged "From 30 years to less than 40 years", "less than 30 years" in favor of the sample individuals aged "From 40 years and over " at a significance level of (0.01). While, there are differences among the sample individuals aged "From 30 to less than 40 years" and the sample individuals aged "less than 30 years" in favor of the sample individuals aged "From 30 to less than 40 years" at a significance level (0.05), where the mean degree of the sample individuals aged "From 40 years and above" reached (25.516), followed by the sample individuals aged "From 30 years to less than 40 years" by (20.870), and finally the sample individuals aged "less than 30 years" by (18.223). So, the sample individuals aged "From 40 years and over" came in the first rank, where they were more aware of the professional specifications of the Saudi fashion model, then the sample individuals aged "From 30 years to less than 40 years" came in the second rank, then the sample individuals aged "Less than 30 years " came in the third rank.

The fifth hypothesis:

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"There are statistically significant differences among the mean degrees of the sample individuals' in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model, according to the variables of the study".

To investigate this hypothesis, the (T) test and the analysis of variance were calculated for the degrees of the sample individuals in **the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model**, and the following tables show that:

Table (31) the differences in the mean degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the Gender variable

Gender	Mean	Std. Deviation	N	df	T	Sig
Males	13.907	1.672	138	298	8.362	0.01 In favor of Females
Females	22.111	2.348	162			

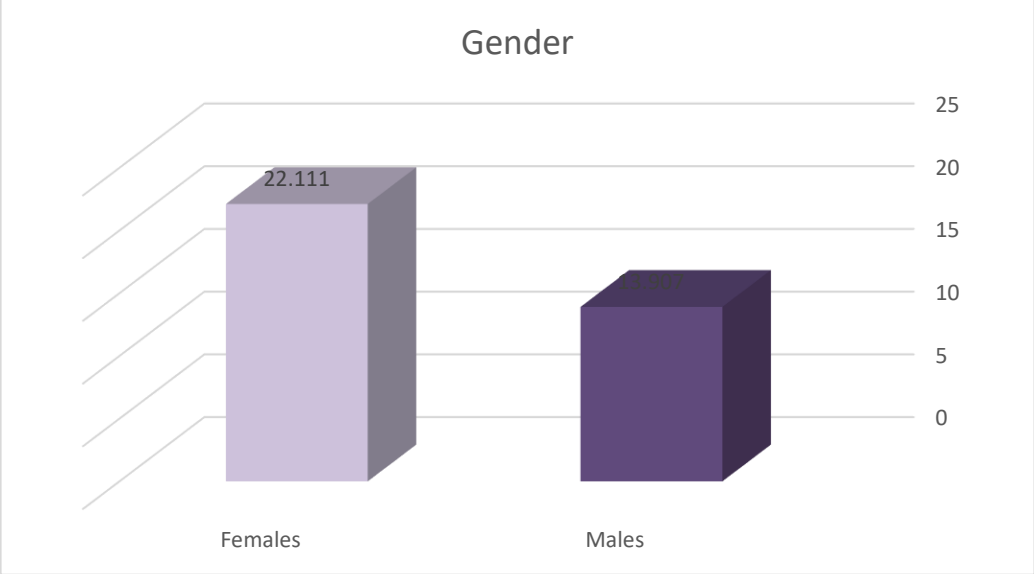

Chart (16) the differences in the mean degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the Gender variable

From table (31) and chart (16), it is clear that the value of (T) was (8.362), and it is a statistically significant value at the significance level of (0.01) in favor of Females,

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where the mean degree of Females reached (22.111), while the mean degree of Males was (13.907), which indicates that Females were more aware of the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model than Males.

Table (32) an analysis of variance for the degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the educational level variable

The educational level	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	21001.698	10500.849	2	39.908	0.01 Sig.
Within groups	78147.912	263.124	297		
Sum	99149.610		299		

Table (32): shows that the value of (**F**) was (**39.908**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the educational level variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (33) Scheffe's test for the multiple comparisons

The educational level	Low M= 12.012	Intermediate M=14.286	High M=20.157
Low	-		
Intermediate	2.274*	-	
High	8.145**	5.871**	-

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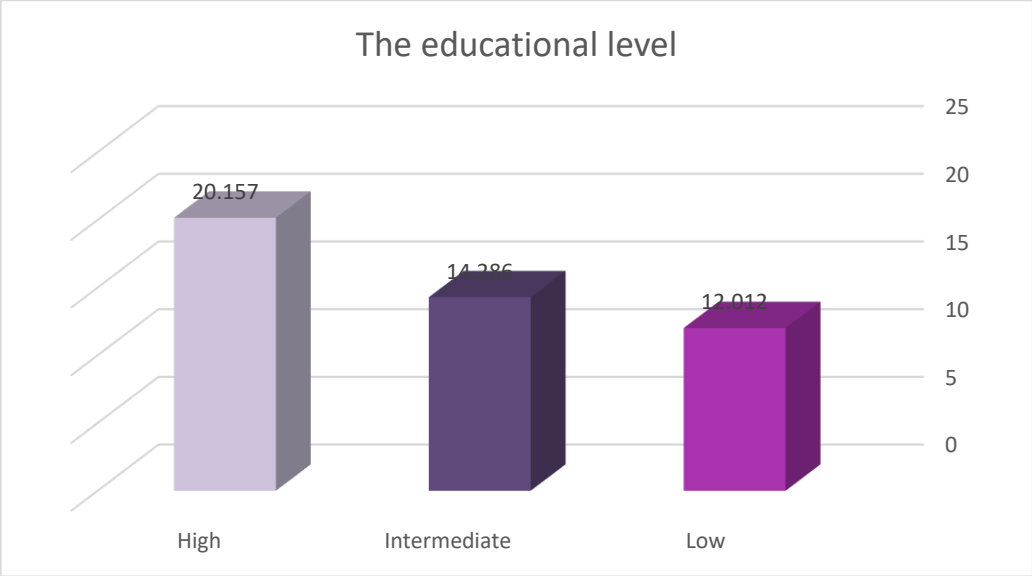

Chart (17) differences of the degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the educational level variable

From table (33) and chart (17), it is clear that: there are differences in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model among the sample individuals in the High educational level and both of the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the High educational level at the significance level of (0.01). While, there are differences among the sample individuals in the Intermediate educational level and the sample individuals in the Low educational level in favor of the sample individuals in the Intermediate educational level at the significance level of (0.05), where the mean degree of the sample individuals in the High educational level reached (20.157), followed by the sample individuals in the Intermediate educational level by (14.286), and finally, the sample individuals in the Low educational level by (12.012). So, the sample individuals in the High educational level came in the first rank where they were more aware of the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model, and then the sample individuals in the Intermediate educational level were in the second rank, then the sample individuals in the Low educational level in the last rank.

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Table (34) an analysis of variance for the degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the age variable

The age	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	20827.977	10413.989	2	59.398	0.01 Sig.
Within groups	52072.092	175.327	297		
Sum	72900.069		299		

Table (34): shows that the value of (**F**) was (**59.398**), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in **the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the age variable**, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows that:

Table (35) Scheffe's test for the multiple comparisons

The age	Less than 30 years M= 10.334	From 30 years to less than 40 years M=15.051	From 40 years and over M=21.635
Less than 30 years	-		
From 30 years to less than 40 years	4.717**	-	
From 40 years and over	11.301**	6.584**	-

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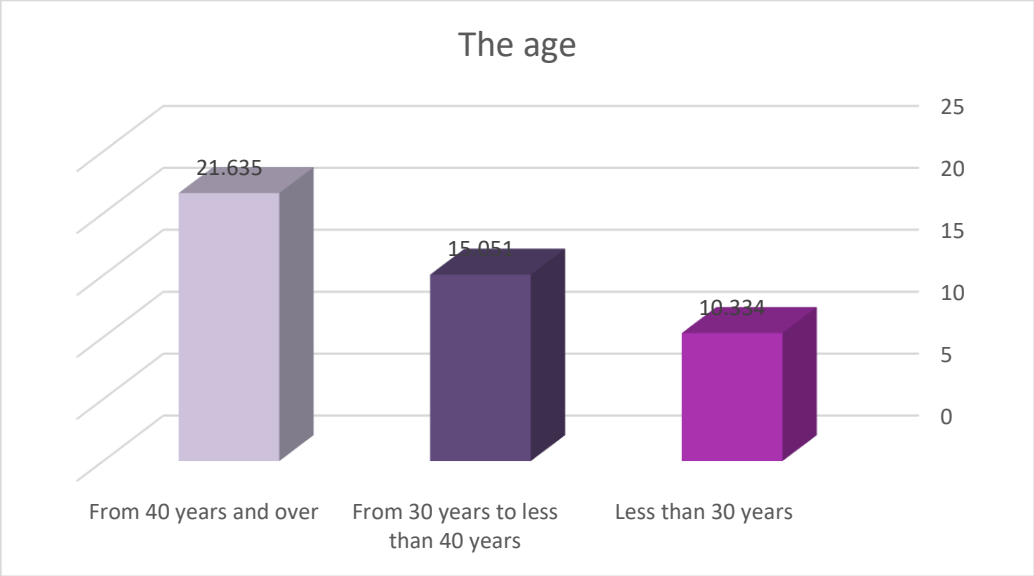

Chart (18) differences of the degrees of the sample individuals in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model according to the age variable

From table (35) and chart (18), it is clear that: There are differences in the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model among the sample individuals aged "From 40 years and over" and both of the sample individuals aged "From 30 years to less than 40 years", "less than 30 years" in favor of the sample individuals aged "From 40 years and over " at a significance level of (0.01). Also, there are differences among the sample individuals aged "From 30 to less than 40 years" and the sample individuals aged "less than 30 years" in favor of the sample individuals aged "From 30 to less than 40 years" at a significance level (0.01), where the mean degree of the sample individuals aged "From 40 years and above" reached (21.635), followed by the sample individuals aged "From 30 years to less than 40 years" by (15.051), and finally the sample individuals aged "less than 30 years" by (10.334). So, the sample individuals aged "From 40 years and over" came in the first rank, where they were more aware of the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model, then the sample individuals aged "From 30 years to less than 40 years" came in the second rank, then the sample individuals aged "Less than 30 years " came in the third rank.

The sixth hypothesis:

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There is a correlation relation between the axes of the technical specifications questionnaire for the fashion models and the variables of the study.

To verify the validity of this hypothesis, a correlation matrix was created between the axes of the technical specifications questionnaire for the fashion models and the variables of the study, and the following table shows the values of the correlation coefficients:

Table (36) Correlation matrix between the axes of the technical specifications questionnaire for the fashion models and the variables of the study

	The importance of Saudi fashion shows "locally and globally"	The physical specifications of the Saudi fashion model	The personal characteristics of the Saudi fashion model	The professional specifications of the Saudi fashion model	The societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model	The technical specifications for fashion models as a whole
The gender	0.240	0.156	0.119	0.186	0.133	0.215
The educational level	0.751**	0.619*	0.892**	0.605*	0.709**	0.824**
The age	0.642*	0.808**	0.728**	0.849**	0.638*	0.777**

****significant at 0.01** *** significant at 0.05**

It is clear from Table (36) that there is a direct correlation among the axes of the questionnaire on the technical specifications of the fashion models and some variables of the study at the significance level of 0.01, 0.05. The higher the educational level, the greater the awareness of the technical specifications of fashion models, with its axes "The importance of Saudi fashion shows "locally and globally", the physical specifications of the Saudi fashion model, the personal specifications of the Saudi fashion model, the professional specifications of the Saudi fashion model, the societal

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controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model". Also, as the age increases, awareness of the technical specifications of fashion models increases in their axes " The importance of Saudi fashion shows "locally and globally", the physical specifications of the Saudi fashion model, the personal specifications of the Saudi fashion model, the professional specifications of the Saudi fashion model, the societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model", while there is no correlation relation between gender and the axes of the technical specifications questionnaire for fashion models.

The seventh hypothesis:

The participation percentage of the factors affecting the awareness of the technical specifications of the fashion models varies.

To verify this hypothesis, the relative importance was calculated using the regression coefficient (the graded step to forward) for the factors affecting the awareness of the technical specifications of the fashion models, and the following table shows that:

Table (37) the relative importance by using the regression coefficient (the graded step to forward) of the factors affecting the awareness of the technical specifications of the fashion models

Dependent variable the technical specifications of the fashion models	Independent variable	Correlation coefficient	The participation percentage	"F" Value	Sig	the regression coefficient	"T" Value	Sig
	The educational level	0.927	0.859	171.049	0.01	0.742	13.079	0.01
	The gender	0.891	0.793	107.414	0.01	0.655	10.364	0.01
	The age	0.807	0.652	52.362	0.01	0.487	7.236	0.01

From the previous table it is clear that the educational level was one of the most influential factors on the awareness of the technical specifications of the fashion models by 85.9%, followed by the gender by 79.3%, and the age came in the third rank by 65.2%.

The eighth hypothesis:

The relative weights of the priority of the dimensions of the awareness of the technical specifications of the fashion models vary.

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To verify this hypothesis, the following relative weight table was prepared:

Table (38) Relative weight of priority of the dimensions of awareness of the technical specifications of the fashion models

the technical specifications of the fashion models	Relative weight	The percentage %	The order
The importance of Saud fashion shows "locally and globally"	359	21%	The second
The physical specifications of the Saudi fashion model	329	19.3%	The fourth
The personal characteristics of the Saudi fashion model	311	18.2%	The fifth
The professional specifications of the Saudi fashion model	341	19.9%	The third
The societal controls in the Kingdom of Saudi Arabi for Saudi women's work as fashion model	366	21.5%	The first
Sum	1706	100%	

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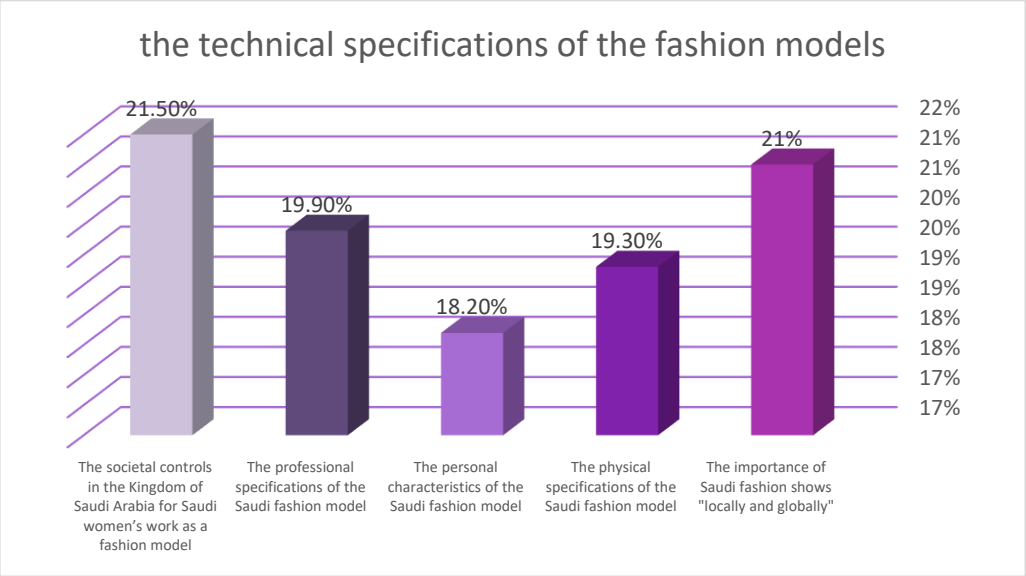

Chart (19) shows the relative weight of priority of the dimensions of awareness of the technical specifications of the fashion models

It is clear from Table (38) and Chart (19) that the priority of the dimensions of the awareness of the technical specifications of fashion models was The societal controls in the Kingdom of Saudi Arabia for Saudi women's work as a fashion model by 21.5%, followed in the second rank by the importance of Saudi fashion shows "locally and globally" by 21%, and in the third rank was the professional specifications of the Saudi fashion model by 19.9%, in the fourth rank are the physical specifications of the Saudi fashion model by 19.3%, and in the fifth rank was the personal specifications of the Saudi fashion model by 18.2%.

Recommendations:

1- Setting standards for holding fashion shows in the Kingdom of Saudi Arabia that are compatible with the nature of the community environment, and that in accordance with the international trends.
2- Analyzing the reality of fashion houses in the Kingdom of Saudi Arabia, and working to support them scientifically and technically to raise them to the ranks of the international fashion houses.
3- Setting technical specifications for the "children and men" models in line with the societal controls in the Kingdom of Saudi Arabia.

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