

Application of Golden Ratio in Contemporary Textile Industry and Its Effect on Consumer Preferences

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Abstract : This research aims to determine the influence of Fibonacci numbers and golden ratio through textile designs. This study was carried out by collecting a variety of designs from different textile industries. Top textile designers were also interviewed regarding golden ratio and its application on their designs and design execution process. This study revealed that most of the designs fulfilled the golden ratio and the designs that were according to golden ratio were more favorite to the consumers.

Keywords : golden ratio, Fibonacci numbers, textile design, designs

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