

## Creating Sustainable Fashion Designs from Egyptian Folk Art and Mosaic Art

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### Abstract:

Art is an expressive tool for humans to convey their feelings, emotions, beliefs, and affiliations. Fashion design is a type of visual art that expresses human needs for clothing. Fashion design is an art through which creativity can be expressed, and artistic aesthetics and designs that align with modern times can be created. In our current era, most fashion designers have turned to the concept of sustainability in fashion to meet buyers' needs while maximizing the utility of clothing products. Sustainability is a term that achieves environmental balance among three essential dimensions (environmental dimension - social dimension - economic dimension). The world has recently been moving towards sustainability in all areas of life. A fashion designer can achieve the social dimension of sustainability in their designs by reviving folk art and showcasing its aesthetic values while preserving it from extinction. Folk art is the art of expressing the common people's lives by depicting their daily lives and expressing them through artistic works. The culture of peoples, their arts, beliefs, and traditions are reflected in mosaic art through the panels that adorn the ceilings of churches, mosques, palaces, and walls, expressing their thoughts. Mosaic is a type of decorative art that has been used since ancient times to express society, convey identity, and revive heritage. From this perspective, the research problem lies in the possibility of enriching the field of fashion design with innovative designs for women that align with modern fashion trends and achieve a blend of Egyptian folk art and mosaic art, combining authenticity and modernity while affirming Egyptian identity. Therefore, the research aims to create designs for women's fashion (ages 20-35) inspired by Egyptian folk art and mosaic art that align with global fashion trends, emphasize Egyptian identity, and achieve social sustainability. In addition, it aims to employ mosaic art in innovative fashion designs using various techniques and materials such as (embroidery, printing, direct painting, copper, and tent-making). The importance of the research lies in establishing a culture of social sustainability for Egyptian folk art and drawing inspiration from it in fashion design while affirming and reviving Egyptian identity with new and innovative visions, adapting mosaic art with new techniques and materials. The research follows a descriptive analytical approach and an experimental method, with the researcher preparing (10) innovative designs, and after discussion and analysis, the best (3) designs were selected for implementation to achieve the research goal.

### Keywords:

Fashion design- sustainability- Folk art- Mosaic- Wafik El-Monzer artist

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