

A Design Vision to Enhance National Identity through Fashion Inspired by Egyptian Civilization

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Abstract:

Egypt is a country rich in its ancient history, timeless monuments, heritage, and diverse arts, including music, cinema, crafts, and unique architectural motifs. This vast cultural heritage represents an inexhaustible source of inspiration for fashion designers to harness in producing collections that express Egyptian identity and showcase its aesthetics to the world. Fashion is an expressive art form that carries within it the culture and identity of a people. It is an effective tool for conveying visual messages and symbolic meanings. With its rich history, diverse civilizations, diverse arts, and rich folklore, Egypt is an inexhaustible source of inspiration for fashion designers. At a time when the contemporary world is witnessing a wave of globalization and cultural similarity, there is a need to return to our roots and harness elements of national identity in design, not only to enhance aesthetic value but also to instill a sense of national belonging in designers and students. From this perspective, this research seeks to present a design vision inspired by Egyptian identity, which can be employed in evening wear design to achieve integration between beauty, thought, and belonging. Based on the aesthetic, educational, and social role of fashion, this research, titled "Fashion in the Love of Egypt," emphasizes the importance of utilizing elements of Egyptian heritage and civilization in contemporary fashion design that conveys a local character with a global spirit. It also seeks to enhance national belonging among designers and students, motivating them to use Egyptian arts and culture as a source of creativity and innovation. This contributes to supporting national industries and cultural identity, and contributes to promoting tourism and culture in Egypt through the soft power of fashion.

Research Problem: The problem of this research is represented by the following question: "How can elements and components of Egyptian identity—such as civilization, arts, places, and folklore—be employed in evening wear design, enhancing the aesthetic, artistic, and educational value of design work?" This question stems from the observation of the current generation's weak connection to its cultural and national identity, and its lack of authentic creativity derived from its environment and history, in contrast to its increasing dependence on Western cultures in clothing and customs. It is also noted that Western societies are showing growing interest in Egyptian civilization and heritage, investing in various arts, including fashion design. This highlights the importance of fostering national belonging, appreciating the beauty inherent in Egypt through the eyes of its youth, and motivating designers to draw inspiration from their heritage in their creative works, thus restoring Egyptian fashion's unique character and identity.

Research objectives: To present a design collection inspired by Egypt. To enhance national identity in the field of fashion design and develop contemporary design solutions inspired by Egyptian heritage that suit the tastes of modern women. This is achieved by employing traditional symbols and elements to connect the past to the present using modern design methods.

Research methodology: This research relies on a descriptive and analytical approach. An evening wear collection was designed inspired by various elements of Egyptian identity. This collection was implemented with the participation of undergraduate students for training and practical application, in addition to analyzing the results by presenting the designs to specialists and students to evaluate their aesthetic and educational impact.

Paper History:

Paper received May 19, 2025, Accepted July 28, 2025, Published on line September 1, 2025

Keywords:

Design Vision, Promoting National Identity, Fashion, Egyptian Civilization, Fashion, Fashion, Egypt

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CITATION

Eman El Mehy (2025), "A Design Vision to Enhance National Identity through Fashion Inspired by Egyptian Civilization", *International Design Journal*, Vol. 15 No. 5, (September 2025) pp 627-656