

**Arabic Calligraphy Role in Creating Brands in order to Market contemporary Printed Fashion Using the Arab Cultural Heritage**

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**Abstract**

The research aims to establish the Arab identity in order to market contemporary printed fabrics that bear the Arab distinguished character. This is to be done through taking advantage of the Arab calligraphy and its aesthetics that distinguish it from other calligraphies. We aim to design a brand of printed fashion fabrics for global marketing. To achieve this we will be using the Arabic calligraphy to make new connections and design a brand in order to market those fabrics that bear the Arab character for the aim of establishing a unique Arab identity and Islamic art

The importance of the research is due to its attempt to take advantage of aesthetic values of the Arabic calligraphy in designing contemporary printed fashion fabrics and market them globally through a brand for this line

The research assumes that we can be international through the use of Arab calligraphy aesthetics which affects the targeted audience in a sentimental way, especially since the Arab calligraphy plays an important and essential role in emphasizing the Arab identity

The research deals with several points: the first is the study of the Arab calligraphy and its aesthetics. The second is the design of fashion printed fabrics. The third is the design of a brand inspired by aesthetics of the Arab calligraphy through several experiments to reach the aim of the

The fourth is the applied experiments through performing several experiments on the research printed fabrics fashion and the brand used in marketing. The last point is to evaluate the experiments to achieve the desired results of the research.

