

Making Use of the Egyptian Craft Identity as A Requirement for Sustainable Development in The Garment Industry

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ABSTRACT:

Handicrafts and craftsmen are receiving a lot of attention and support from governmental agencies and institutions directly or indirectly. It is worth mentioning that handicrafts who are in the garment industry are getting a great interest at the state level. The garment industry is an important requirement in our lives. This handicraft must be developed and increased attention must be given to the elements of its success as the state is deeply concerned with preserving Egypt's heritage and identity through the use of trained manpower and providing solutions to the problems facing the owners of these crafts. The idea of this research depends on how to revive the art of punch needle embroidery and "patch work" as applied arts and handicrafts that can be utilized in a contemporary way suitable for modern use. Micro, Small & Medium Enterprises (MSMEs) of these crafts provide job opportunities for young people who are engaged in such crafts to make contemporary designs of the Egyptian women clothing, considering the economic, environmental and social dimensions, preserve the Egyptian craft identity and protect handicraft industries from extinction. The findings showed that the Egyptian craftsmanship and hand embroidery can be used to make designs for university female students' garments. The findings showed the possibility of taking advantage of the Egyptian identity by integrating it with international fashion trends to start small projects. The researcher shall devise garment designs that suit the Egyptian girl and fit with the international fashion trends of 2019/2020. The research sample consisted of (10) single forms distributed to the specialists in the field of fashion design, craftsmen and owners of garment factories to know their opinions about the proposed designs.

Keywords:

(handicrafts, identity, punch needle embroidery, sustainable development, fashion trends).