

## Reviving Egyptian Heritage: Printing Designs of Arab Caftan through Sublimation Printing to Achieve Success in Marketing and Sales”

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### Abstract

This comprehensive study embarks on an intriguing exploration into the renaissance of Arabic heritage, orchestrating this revival through the infusion of contemporary Arab caftan designs, all meticulously crafted using the cutting-edge sublimation printing technology. Arab caftans, esteemed for their profound cultural significance, stand as the quintessential canvas upon which this innovative approach is brought to life. Within the intricate tapestry of this research lies a deep dive into the myriad dimensions that encompass the historical, artistic, and market aspects of these iconic garments. It is with unwavering focus that this investigation highlights the transformative prowess inherent in sublimation printing technology, rekindling the ageless allure of Arab caftans and thrusting them into the forefront of modern fashion. The discerning insights unearthed from this diligent inquiry transcend the boundaries of Arab caftans alone, radiating a brilliant beacon onto the harmonious fusion of tradition and technology, a dynamic partnership that is currently reshaping the ever-evolving landscape of the fashion industry. At its heart, this study serves as an empowering testament to the potency of cultural heritage preservation through contemporary design and astute marketing strategies. A bold vision emerges, one that envisions the creation of seven distinctive caftan designs, each an artful homage to the rich tapestry of Egyptian heritage. These captivating creations are destined for strategic unveiling on the dynamic stages of social media and high-profile fashion shows, ensuring their widespread reach and profound appreciation in the global fashion sphere. In this endeavor, tradition emerges as an enduring force, steadfastly guiding the trajectory of innovation. Thus, this study heralds a transformative power that not only revitalizes heritage but also reshapes the very landscape of contemporary fashion, creating a harmonious synthesis where the past seamlessly meets the future.

### Keywords

Egyptian Heritage ; Arab Caftan ;Sublimation Printing ; Marketing ;Sales

### المخلص

تشرع الدراسة في استكشاف الاهتمام بنهضة التراث المصري، وتنسيق هذا الإحياء من خلال دمج تصميمات القفطان العربي المعاصر، وكلها مصنوعة بدقة باستخدام تكنولوجيا الطباعة السابليميشن المتطورة. تحظى القفاطين العربية بتقدير لأهميتها الثقافية، باعتبارها الشكل المثالي الذي يتم من خلاله إحياء هذا النهج التراثي بشكل مبتكر، حيث يمكن الغوص العميق في الأبعاد التي لا تحصى والتي تشمل الجوانب التاريخية والفنية والسوقية لهذه الملابس المميزة. يسلط هذا التحقيق بتركيز على البراعة التحويلية الكامنة في تكنولوجيا الطباعة بالسابللميشن، مما يعيد إحياء الجاذبية الدائمة للقفاطين العربية ويدفعها إلى طليعة الموضة الحديثة والمتطورة مع الاحتفاظ بالأصالة العربية. إن الرؤى المميزة المكتشفة من هذا البحث

تتجاوز حدود القفاطين العربية وحدها، وتشع منارة رائعة على الاندماج المتناغم بين التقاليد والتكنولوجيا، وهي شراكة ديناميكية تعيد حاليًا تشكيل المشهد المتطور باستمرار لصناعة الأزياء في جوهرها، تعد هذه الدراسة بمثابة شهادة تمكينية على فعالية الحفاظ على التراث الثقافي من خلال التصميم المعاصر واستراتيجيات التسويق الذكية. التي تنقسم الى استخدام السوشال ميديا و عروض الأزياء أظهرت رؤية فنية جديدة وذلك بإنشاء سبعة تصميمات للقفاطين العربي، كل منها بمثابة تحية فنية للنسيج الغني للتراث المصري. تم تصميم هذه الإبداعات الأسرة للكشف عنها بشكل استراتيجي على المراحل الديناميكية لوسائل التواصل الاجتماعي وعروض الأزياء رفيعة المستوى، مما يضمن انتشارها على نطاق واسع وتقديرها العميق في مجال الموضة العالمية. وفي هذا المسعى، تظهر الثقافة العربية المنبتقة من الفن كقوة دائمة توجه بثبات مسار الابتكار. وبالتالي، تبشر هذه الدراسة بقوة تحويلية لا تعمل على تنشيط التراث فحسب بل تعيد أيضًا تشكيل مشهد الموضة المعاصرة، مما يخلق توليفة متناغمة حيث يلتقي الماضي بالمستقبل بسلاسة

### الكلمات المفتاحية

التراث المصري; القفاطين العربي ; طباعة السبليميشن ; التسويق ; المبيعات"

## Introduction

Arab caftans have deep cultural significance and are emblematic of the Middle East's aesthetic identity. Sublimation printing offers vibrant and durable color reproduction on fabrics, presenting an opportunity to rejuvenate the appeal of these garments. This study delves into the intersection of tradition, innovation, and marketing strategies in the context of Arab caftans. By examining their historical roots and artistic evolution, it seeks to preserve and promote this cultural heritage. Additionally, it explores the modern dynamics of the fashion industry and the potential for sublimation printing to open new markets and commercial opportunities. The research aims to provide valuable insights into how sublimation printing can serve as a catalyst for the renewed appreciation and commercialization of these cultural treasures. By merging the past and the present, it highlights the broader implications for the fashion industry and its ability to honor tradition while achieving unprecedented success. In essence, the revival of Egyptian heritage through contemporary Arab caftan designs with sublimation printing is a transformative journey that charts a vibrant and prosperous future for the global fashion landscape.

## Research Problem

In the dynamic world of fashion, a critical challenge emerges:

How to safeguard the deep cultural heritage enshrined within traditional Arab caftans as modern trends sweep in. The rapid pace of change threatens to dilute their historical and cultural essence. Striking a harmonious balance between preservation and innovation becomes paramount, raising crucial questions about the infusion of contemporary design techniques while maintaining the integrity of these iconic garments, as the following:

1. Is the rapid evolution of modern fashion risking the erasure of deep cultural roots found in traditional Arab caftans, potentially leading to a loss of their historical significance?
2. How can contemporary fashion trends be infused into these garments without compromising their authenticity and cultural heritage?

3. How can a delicate equilibrium be achieved between preserving the legacy of Arab caftans and embracing innovative design methods, such as sublimation printing?
4. How can the adoption of technology in the fashion industry be harnessed to enhance cultural appreciation instead of diluting tradition?
5. What strategies can be devised to make traditional Arab caftans culturally relevant to modern consumers while maintaining their timeless charm and historical significance?
6. What is the impact of using social marketing and fashion shows on the sales of designed caftans, and how effective are these strategies in increasing brand recognition and consumer engagement?

## Objectives

1. Explore the historical evolution and cultural importance of Arab caftans in Egyptian society.
2. Investigate the potential of sublimation printing techniques in infusing traditional caftan designs with contemporary elements.
3. Design a collection of contemporary Arab caftans that embody Egyptian heritage through sublimation printing.
4. Assess the reception and perception of the designed caftan collection among consumers and fashion enthusiasts.
5. Analyze the feasibility of incorporating sublimation printing while considering factors like fabric choice, color vibrancy, and design intricacy.
6. Measure how social marketing strategies influence the sales of designed caftans, focusing on their effectiveness in increasing brand visibility and consumer engagement.
7. Examine the role of fashion shows in promoting and selling caftans, analyzing how these events contribute to brand recognition and market success.

## Importance

1. By blending modern technology with ancient aesthetics, the research showcases how innovation can enhance cultural appreciation and cross-generational engagement.
2. The successful fusion of sublimation printing and heritage designs has the potential to impact the fashion industry, inspiring unique and culturally rich clothing options.
3. The research explores how technology-infused fashion can foster discussions about cultural identity and sustainable practices in the context of globalized fashion trends.
4. Research in this area is vital as it helps fashion businesses boost sales and revenue by identifying effective marketing strategies through social media and fashion shows, ultimately ensuring market success.
5. Understanding consumer engagement trends and preferences through research is crucial for fashion brands to stay competitive and relevant in an ever-changing industry, fostering innovation and adaptation.

## Methodology

1. **Historical Analysis:** Conduct thorough archival research to understand the historical context and significance of Arab caftans in Egyptian culture. Explore how these garments have evolved over time while maintaining their cultural essence.

2. **Sublimation Printing Technique Study:** Investigate sublimation printing techniques, including its processes, materials, and capabilities. Assess how this technology can be harnessed to reimagine traditional caftan designs.

### Limits

- 1- Creating Women Caftan designs inspired from Egyptian heritage and folklore for Spring/Summer 2024/2025.
- 2- Creating Caftan Designs for Women under age (25:45) years old, residing in urban areas.
- 3- External factors and the dynamic nature of social media may impact sales independently of marketing efforts

### The concept of heritage

(Ali, Mai Samir, 2015) Heritage is the arsenal of human knowledge with which a group is armed and passed down from generation to generation to produce a set of values and arts that distinguish this group. ‘Heritage in the language is derived from the word “inherited.” Inheritance, inheritance, inherited, and inheritance are synonymous Arabic words that mean what is inherited, whether materialistic or moral. Heritage in Egypt has a flavor of its own, due to the multiple civilizational momentum it contains, that resulted from Egypt’s influence by many important and powerful civilizations that passed through it. The personality of the Egyptian person with the accumulated culture helped to form a special combination of culture that created a pure ideology that created a heritage. It is culturally unique, affecting all elements of the Egyptian national heritage and creating a distinctive popular heritage. (p. 1646)

**Folklore** is the body of culture: Folklore includes tales, music, dance, legends, oral history, proverbs, jokes, popular beliefs, customs, and so forth within a particular population comprising the traditions (including oral traditions) of the culture. The academic and ethnographic study of folklore is called folkloristic. The word 'folklore ' was first used by the English antiquarian 'William Thoms' in letter published by the London journal Athenaeum in 18463.

**Folk arts:** Learned Culture is transmitted not genetically but through the process of learning or interacting with one’s cultural environment. All we do, say, or believe is learned; our behavior is learned. Culture is symbolic: Perhaps the most fundamental aspect of culture, and what makes humans unique in the animal world, is the capacity to symbolize. The capacity to use such symbols as language and art (which is the hallmark of humanity) enables people to better understand the world around them. Culture is acquired through language and language is based on symbols.

### Notions associated with the Egyptian folk art

(Shaker, Rania, 2020) Folk art Known as, the objects and ornaments that are made either for daily use or for decoration for special occasions such as concerts held for wedding and funerals. The folk art influenced by patterns of the group and the extent of their test, generation after generation, relying on the continuation of the social environment which is often in the rural people and neighborhood people in cities, it is defined provided that the traditional art to the public, some arts and crafts are merely an expression of art for the needs and the crowd of

people and their feelings. The term "folklore" was launched by the English writer, "William John Toms" on the popular arts in the middle of the nineteenth century to include the customs and traditions, myths and practices, and the word is folklore, "folklore" folk in Old English means the people and the word "lore" of the Greek language, which means wisdom and this term means the wisdom of the people, it got famous when it was adopted by the Assembly of Folklore in English, which was founded in (1877). But during the twentieth century in Europe and the United States the development of this concept to include folk arts of all kinds of spiritual and material things, and this concept is broader and more comprehensive because there is no difference between the tangible heritage and understanding of the spiritual element of popular culture and the basis, and folk arts as defined by UNESCO experts as four categories (sculpture and photography; arts; music, dance, and drama; literature and the arts' verbal roots). (P. 288)



Pic. (١) Some of the Egyptian Folklore art

**Individualities of the Egyptian folk art** (R, Mohammed, 2011) defined the Characteristics of folk art in the following (folk art aesthetic does not know the individual because it is the art of the broad masses, a true mirror of society's culture and philosophy in life, art is level of culture of people, not of an individual, it is a combination of the symbols of life, legends and anecdotes, the clarity, transparency, purity and flatness, it is not formal and away from the domination of the training on the symbols and shapes, and simplicity of language expression and stability, circulating with the generations and the link with good spatial, an indication of color directly with specific steps of the elements and symbols, the focus on story and myth, combine between time and space, attention to color selections, hot and black, the importance of the religious dimension and its impact on folk art and the dimension of the political directives. (P.11)

A **kaftan** or **caftan** (/ˈkæftæn/; **Arabic**: قفطان, *qaftān*; **Persian**: خفتان, *khaftān*; **Turkish**: *kaftan*) is a variant of the **robe** or **tunic**. Originating in **Asia**, it has been worn by a number of cultures around the world for thousands of years. In Russian usage, *kaftan* instead refers to a style of men's long suit with tight sleeves. It may be made of **wool**, **cashmere**, **silk**, or **cotton**, and may be worn with a **sash**. Popular during the time of the **Ottoman Empire**, detailed and elaborately designed garments were given to ambassadors and other important guests at the **Topkapi Palace**. Variations of the kaftan were inherited by cultures throughout Asia and were worn by individuals in **Russia** (North Asia, Eastern Europe and formerly Central Asia), Southwest Asia and Northern Africa. Styles, uses, and names for the kaftan vary from culture to culture. The kaftan is often worn as a **coat** or as an overdress, usually having long sleeves and reaching to the ankles. In regions with a warm climate, it is worn as a light-weight, loose-fitting garment.

In some cultures, the kaftan has served as a symbol of royalty. (<https://en.wikipedia.org/wiki/Kaftan>)

**Kinds of Caftan:** Caftans are versatile garments with various types and styles influenced by different cultures. Traditional Moroccan caftans are richly decorated with intricate embroidery and cinched waists. Turkish caftans, known as "kaftans," feature loose, flowing designs and vibrant patterns. Ottoman caftans are opulent, made from luxurious fabrics, and adorned with elaborate embroidery and jewel embellishments. Persian caftans are modest and understated, typically made from silk or fine fabrics. Tunisian caftans are characterized by bright colors, intricate embroidery, and unique designs. In India, caftans are called "kurta" or "kurti" and are long, loose-fitting tops or dresses made from cotton or silk. Modern fashion has adapted caftans into various styles, including short dresses and beach cover-ups. Bohemian caftans embrace relaxed and free-spirited designs with flowing silhouettes and ethnic prints. Some cultures incorporate caftans into wedding attire, featuring intricate beadwork and sequins. Additionally, fashion designers create their interpretations of caftans, blending traditional elements with contemporary trends. Overall, caftans encompass a wide range of styles, each with its own cultural significance and style.

**Sublimation Printing:** (Toshik, Emilija, 2023) is increasingly considered necessary in the printing technology in the textile industry. Sublimation is suitable for printing on textiles, especially where it is not easy to achieve a high-fidelity image on the textile by printing techniques, such as inkjet printing, rotary screen printing, and roller printing. In a typical case, the print textile may be a textile with a shape or texture challenging to feed to a printer or a textile that does not readily receive high-fidelity images by some printing techniques. This printing process offers high printing speed, flexibility, creativity, environmental security, and various effects, and there is no restriction on the printing form. Sublimation printing is a process where the desired image is reverse printed on sublimation transfer paper by inkjet printing to provide a reverse printed sublimation transfer paper. The reverse printed sublimation transfer paper and textile to receive the desired image are combined with a heat press under temperature and pressure, where sublimation dyes transfer from the sublimation transfer paper to the textile material. Sublimation printing also demands the technologist to develop an appropriate process to ensure that the final quality of the print matches the high level of print quality. A measure of success for sublimation printing is print quality. It is an essential customer requirement along with other requirements, such as price and productivity. (P. 1)

**Social Media Marketing:** (Jamil, Khalid, 2022) Most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers. Social media is made up of internet-associated applications anchored on technological and ideological Web 2.0 principles, which enables the production and sharing of the content generated by users. Due to its interactive characteristics that enable knowledge sharing, collaborative, and participatory activities available to a larger community than in media formats such as radio, TV, and print, social media is considered the most vital communication channel for spreading brand information. Social media comprises blogs, internet forums, consumer's review sites, social

networking websites (Twitter, Blogger, LinkedIn, and Facebook), and Wiki. (P.2) social media enables the exchange of content, fosters cooperation, and encourages engagement. These diverse social media platforms and tools manifest in various formats, including social bookmarking, rating systems, video sharing, image sharing, podcasting, wikis, microblogging, social blogs, and weblogs. Social media is being employed by individuals, government entities, and businesses for communication, and its utilization is experiencing significant growth.

- (Khanom, Musammat, 2023) **The Followings are some of the popular social media platforms used for marketing purposes and reaching end users: (P. 90:91)**

1. **Facebook:** is one of the favorite free social networking websites that allows registered users to make profiles, share photos, and videos, send messages, and stay connected with friends, family, and colleagues. It is an online community that allows individual users to create personal profiles, share photos and videos, and post on each other's profile pages or "Timelines."
2. **WhatsApp:** (also called WhatsApp Messenger) is an internationally available freeware, cross-platform, centralized instant messaging (IM), and voice-over-IP (VoIP) service owned by the American company Meta Platforms (formerly Facebook). WhatsApp is so popular because, unlike SMS, it uses end-to-end encryption, which means nobody other than the message recipients can view messages. When someone calls on WhatsApp, third parties cannot listen to one's conversation.
3. **YouTube:** YouTube is a video-sharing service that permits users to view videos posted by other users and upload their videos. The service was started independently in 2005 and was acquired by Google in 2006. Videos uploaded to YouTube may appear on the YouTube website and be posted on other sites. The slogan of the YouTube website is "Broadcast Yourself." Although several companies and organizations use YouTube to promote their business, most of the YouTube videos are created and uploaded by amateurs.
4. **Twitter/ X:** An internet service that allows people to publish quick updates and see posts or "tweets" of other users they follow.
5. **TikTok:** It is a social app used to create and share videos. Many videos tend to be music-focused, with creators leveraging the app's vast catalog of sound effects, music snippets, and filters to record short clips of them dancing and lip-syncing. However, there is an untold number of videos to discover, with varying topics.
6. **Pinterest:** It is a professional networking website that allows users to create profiles, post resumes, and communicate with other professionals and jobseekers. This virtual community allows users to share ideas and photos with others by "pinning" items and describing them on their profile pages.
7. **Instagram:** It is an online photo-sharing service. It allows the application of various photo filters to pictures with a single click and then sharing them with others.
8. ix. **Blog:** Short for 'Web Log,' which means anybody who can create and publish a Web page can publish their blog.

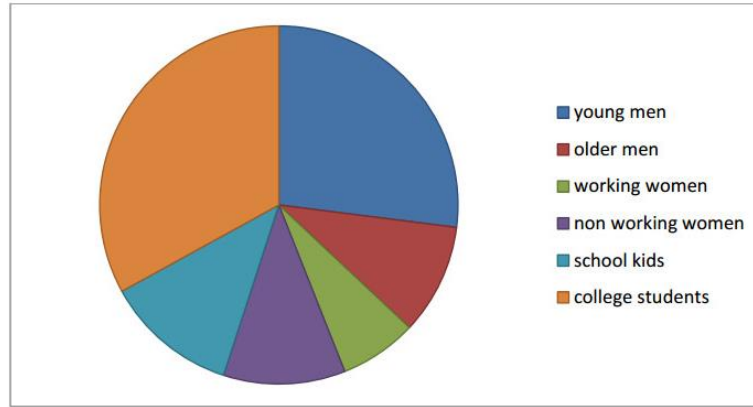


Fig. (1) Social Media Users Across Demographic (Husain, Munnawwer., 2023,P. 7169)

(Husain, Munnawwer, 2023) The technique of using websites and social media platforms to promote a product or service is known as social media marketing. It employs data analytics methods to monitor the efficacy and engagement of marketing and advertising initiatives. Because social media may be utilized as a marketing tool passively or actively, it's a great way to bypass expensive market research. The finest element of using social media platforms to reach consumers is that ads may be shown to a specific audience. Despite having more monthly users than sites like Facebook, Twitter, YouTube, and Google+, mobile platforms for sharing visual media have the highest interaction rates, and the fastest growth and have completely changed how consumers engage with brand content. Compared to Twitter's monthly engagement rate of 0.03% and an average of 210 million users (27), Instagram has a monthly engagement rate of 1.46% and 130 million monthly active users. It is obvious why it is essential to incorporate promotional activities into social networks. There are many potential clients; therefore, picking the proper target group could significantly affect a business's future development and success. A company's marketing strategy may be significantly impacted by data gleaned through social media networks. The information is delivered rapidly, which is the finest aspect since, if properly evaluated, it may allow for plan modification before further damage is done. (P. 7169)

**Practical Work:** The practical facet of this research embarks on a transformative journey that marries heritage and modernity in a tangible manner. Rooted in the exploration of sublimation printing techniques and their integration into traditional Arab caftan designs, this phase is poised to breathe life into theoretical concepts. Through collaborative endeavors with skilled artisans, fashion designers, and technological experts, the practical work aims to craft a collection that resonates with the essence of Egyptian heritage while embracing the possibilities offered by contemporary methods. This phase delves into the intricate realm of fabric selection, color vibrancy, and pattern intricacies, aiming to embody the seamless fusion of tradition and innovation. As the designs emerge and materialize, this practical voyage embodies the core ethos of the research, encapsulating the vision of resurrecting the past through modern creative avenues.

## First Design:

**Design's names:** Kerdance Design.



**Description:** The caftan was fashioned from a flowing fabric, specifically Microfiber, and adorned with an opulent Kerdan design in shimmering gold. This luxurious garment featured a rich brown background, a color deeply rooted in Egyptian tradition and culture. Along the bottom of the caftan, intricate Arabic letters were meticulously printed in the same resplendent gold hue.

The utilization of the sublimation printing process ensured the reproduction of a high-quality and intricate image of the Kerdan on the fabric. The vibrant gold of the design contrasted strikingly against the earthy brown backdrop, creating a visually arresting composition. Furthermore, the inclusion of the Arabic letters in gold not only enhanced the overall aesthetics but also introduced an element of elegance and sophistication to the caftan's design. In summary, this caftan seamlessly fused artistic precision with cultural symbolism, making it a stunning representation of Egyptian heritage and fashion.



Pic. (2) Kerdance design

## Second Design

**Design's names:** Sahara Sunset

**Description:** The featured caftan is a masterful fusion of design elements. It showcases a carefully arranged pattern of black, brown, and gold stripes, reminiscent of a desert's sunset colors. Dotted patterns further enrich the fabric's visual texture, elevating the caftan's artistic appeal. A prominent necklace adorns the garment, featuring golden chains and exquisite turquoise stones, adding an opulent touch. Overall, this caftan is a wearable work of art.



Pic. (3) Sahara Sunset

### Third Design

**Design's names:** Bedouin Spirit

**Description:** The Bedouin black caftan is a striking cultural garment adorned with vibrant patterns in red, off-white, and turquoise. These patterns are meticulously printed along the neck opening, sleeves, and at the caftan's hemline. Each color holds cultural significance, with red symbolizing courage and connection to the desert, off-white representing purity, and turquoise evoking desert oases. These patterns serve to authentically showcase Bedouin heritage and traditional attire, while also adding an artistic flair to the caftan. Ultimately, this caftan seamlessly blends cultural richness with aesthetic appeal, making it a testament to the Bedouin culture's enduring influence on fashion.



Pic. (4) Bedouin Spirit Design

## Fourth Design

**Design's names:** Hassan and Naema

**Description:** The Arab caftan under discussion is adorned with a detailed pastoral landscape print, showcasing a farmer amidst an orange grove. This traditional garment boasts a loose-fitting, ankle-length silhouette with wide, flowing sleeves. The landscape print vividly captures rural life and agricultural traditions against a lush backdrop of greenery and vibrant oranges. At the caftan's chest, a prominent orange-hued necklace serves as a focal point, complementing the orange grove motif and symbolizing the fusion of cultural heritage and natural beauty. Altogether, this caftan beautifully blends tradition, craftsmanship, and cultural significance into an elegant and culturally resonant ensemble.



Pic. (5) Hassan and Naema Design

### Fifth Design

**Design's names:** Harmony of Nubia

**Description:** The Arab caftan, inspired by Nubian heritage is a remarkable piece of artistry. This caftan boasts a vibrant color palette, including vivid shades of blue, orange, red, yellow, and green, infusing it with a lively and dynamic character. The garment features intricate details, showcasing the Dark Nubian Lady amidst drums and handprints, providing a three-dimensional and highly detailed appearance. Notably, this artistic design isn't confined to specific portions but envelops the entire caftan, rendering it a cohesive work of art. Beyond its aesthetic appeal, this Nubian caftan serves as a cultural and authentic expression of Nubian identity, celebrating the richness of Nubian heritage. In essence, it exemplifies the diversity and creative prowess inherent in the realm of Arab fashion, making it a culturally significant and visually captivating garment.



Pic. (6) Harmony of Caftan Nubia

## Six Design

**Design's names:** Dreamy Beauty

**Description:** The printed caftan is a visually captivating fusion of tradition and modernity, featuring a dreamy girl with closed eyes at its center, evoking a sense of serenity. Surrounding her are intricate Arabic shapes, including decorative hands, in a variety of vibrant, shiny colors, adding vibrancy to the design. The caftan also prominently features a protective eye motif, a symbol of significance in Arab culture. Overall, this caftan represents a harmonious blend of cultural symbolism and artistic expression, celebrating Arab heritage with contemporary design elements.



Pic. (7) Dreamy Beauty Caftan Design

## Seventh Design

**Design's names:** Lady of Sand

**Description:** The Arab caftan in question is a captivating blend of cultural symbolism and visual artistry. Its background boasts a rich desert-yellow hue, evoking the colors of the arid landscape and contributing to its authentic appeal. Scattered across the fabric are intricate crescent moon patterns in a vibrant turquoise shade, creating a mesmerizing visual effect. At the center of the caftan, one can find the image of a female farmer adorned in traditional attire, complete with a black headscarf, symbolizing Arab cultural heritage. The reflection depicted in the caftan adds depth and dimension to the composition, featuring the image of the female farmer with distinct features. In the background, there are silhouettes of mudbrick houses and palm trees, conveying the rural and desert setting. Additionally, at the caftan's chest, a silver Kerdan is adorned with an orange-hued stone, adding a touch of elegance and contrast to the overall design.

This caftan serves as a tribute to Arab traditions and aesthetics, blending cultural significance with visual beauty. It embodies the essence of Arab heritage and is a striking example of traditional attire.



Pic. (8) Lady of Sand Caftan Design

### Marketing Methods for Caftans' Sales

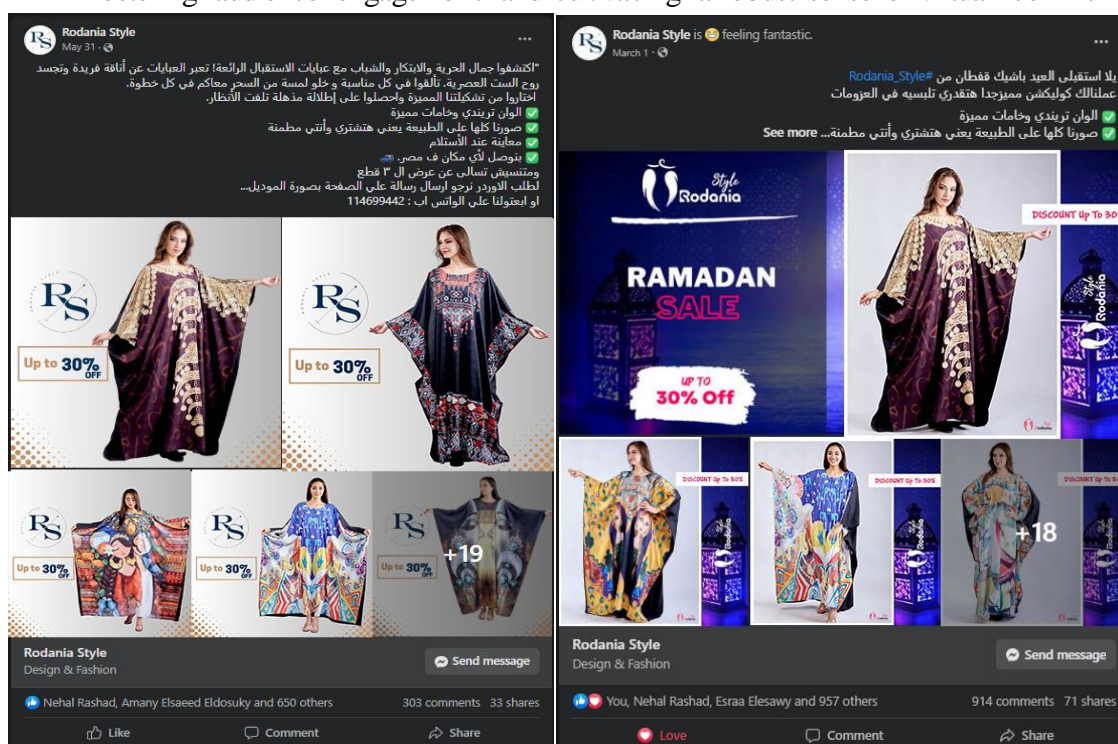
**The target market segment for the research:** Primarily consists of women aged 25 to 45 residing in urban areas with a strong Arab and Middle Eastern cultural presence. These individuals have a moderate to high income level and share a common interest in fashion, cultural heritage, and the preservation of traditional Arab clothing, specifically caftans. They are active social media users and may include fashion influencers and trendsetters. Understanding and catering to this target market segment is essential for the successful promotion of contemporary Arab caftan designs through the research's marketing strategies.

**The reason for choosing this segment:** This choice is more likely to yield higher returns due to its alignment with the research's focus. Furthermore, understanding the target audience's demographics and interests enables marketers to tailor their messaging and product offerings effectively. Additionally, the research sought to capitalize on the marketing potential of social media, making it essential to target active social media users who are receptive to online fashion trends and promotions. Fashion influencers and trendsetters within this segment could also play a crucial role in promoting caftan designs through their online presence.

Overall, the selection of this target market segment aligns with the research's objectives, enabling researchers and marketers to deliver culturally meaningful and relevant caftan designs to a receptive and engaged audience while preserving and celebrating Egyptian heritage.

#### The “marketing” procedures that were followed:

- Social Media Marketing (Facebook):** In pursuit of our marketing objectives, Facebook served as a pivotal platform for reaching a global audience effectively. Through a systematic dissemination of meticulously crafted posts and strategically sponsored content, we successfully showcased our designed kaftans. This emphasis was placed upon highlighting their unique synthesis of traditional and contemporary aesthetics. By employing high-quality imagery, engaging video content, and insightful narratives, we not only underscored the aesthetic allure of our kaftans but also elucidated their profound cultural significance. The strategic implementation of targeted advertising ensured that our promotional materials reached individuals whose interests seamlessly aligned with the realms of fashion, culture, and Middle Eastern heritage. The inclusion of interactive features, encompassing polls, quizzes, and live sessions, was instrumental in fostering audience engagement and cultivating a robust sense of virtual community.



Pic. (9) Screenshots for the Caftan Sales posts on Facebook

<https://www.facebook.com/RodaniaStyleDesigns/posts/>

<https://www.facebook.com/photo>

- Caftan’s Fashion Show in Morocco: Fashion Show:** Our participation in the live fashion show held at the esteemed International Festival of Culture, Arts, and Peace in Safi, Morocco, during May 2023, provided an exceptional opportunity for attendees to immerse themselves in the world of our designed kaftans. Throughout this prestigious event, attendees were afforded the privilege of witnessing firsthand the elegance and craftsmanship that define our kaftans, within a live and interactive setting. The runway exhibition was carefully curated to feature models adorned in our latest designs, with an aim to accentuate the intricacy of patterns, the vibrancy of colors, and the opulence of fabrics. The overarching objective was to



craft a sensory experience that transcended mere visual appreciation, granting attendees the tangible opportunity to discern palpable aspects of the quality of materials and the meticulous attention to detail that permeates each garment. The festival's culturally diverse and discerning audience served as a fitting backdrop for the presentation of our kaftans, providing an ideal platform for engagement with prospective clients, the consolidation of brand loyalty, and the facilitation of immediate sales conversions. Our participation, underscored by a celebration of the rich heritage and artistic finesse that typifies Safi, Morocco, and beyond, provided an exclusive and immersive experience to the festival's attendees.



Pic. (10) Some photoshots for the fashion Show in Safi, Morocco (May,2023)



Pic. (11) Some photoshots for the fashion Show in Safi, Morocco (May,2023)



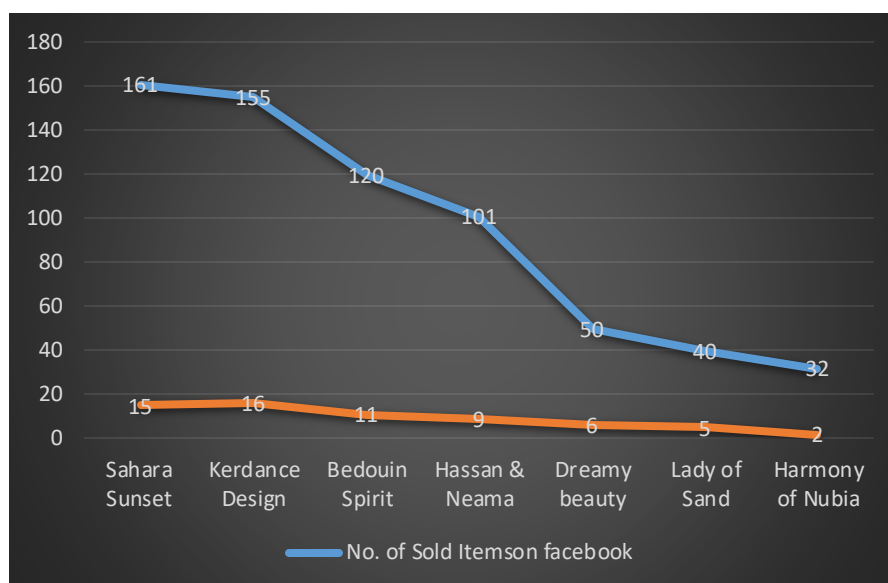
Pic. (12) Some photoshots with the Moroccians' costumres



Pic. (13) Some Photoshots with Moroccians customers

### A comparison of the seven caftans based on the number of units sold:

No.	Item Name	No. of Sold Items on Facebook	No. of Sold Items in Safi Fashion show
1	Sahara Sunset	161	15
2	Kerdance Design	155	16
3	Bedouin Spirit	120	11
4	Hassan & Neama	101	9
5	Dreamy beauty	50	6
6	Lady of Sand	40	5
7	Harmony of Nubia	32	2



Paragraph No. (1) Shows a comparison of the seven caftans based on the no. of units sold

- **Sahara Sunset:** 161 items sold on Facebook and 15 items sold at the Safi Fashion show.
- **Kerdance Design:** 155 items sold on Facebook and 16 items sold at the Safi Fashion show.
- **Bedouin Spirit:** 120 items sold on Facebook and 11 items sold at the Safi Fashion show.
- **Hassan & Neama:** 101 items sold on Facebook and 9 items sold at the Safi Fashion show.
- **Dreamy Beauty:** 50 items sold on Facebook and 6 items sold at the Safi Fashion show.
- **Lady of Sand:** 40 items sold on Facebook and 5 items sold at the Safi Fashion show.
- **Harmony of Nubia:** 32 items sold on Facebook and 2 items sold at the Safi Fashion show.

This data illustrates the varying popularity of these items between online sales on Facebook and in-person sales at the Safi Fashion show. Items like "Sahara Sunset" and "Kerdance Design" have higher sales both online and at the fashion show, while others, like "Harmony of Nubia," have relatively lower sales in both channels.

### Research Results:

1. **Consumer Insights:** The study provided a comprehensive understanding of consumer perceptions and preferences regarding sublimation-printed caftan designs.
2. **Impact on Culture and Market:** The research assessed how the caftan collection influenced cultural appreciation, preservation, and its reception in the market, potentially affecting broader fashion trends.
3. **Marketing Strategies:** Utilizing social marketing and influencer collaborations proved effective in increasing brand visibility and fostering direct customer engagement.
4. **Fashion Show Feedback:** Fashion shows served as a valuable platform for gauging audience interest and gathering immediate feedback on caftan designs.

### Research recommendations:

1. Investigate consumer preferences and market potential in both traditional and non-traditional markets for contemporary Arab caftans, considering the diverse tastes of consumers.

2. Explore sustainable production practices for sublimation-printed caftans to align with growing environmental concerns in the fashion industry.
3. Extend the application of sublimation printing and modern design techniques to preserve and promote the cultural heritage of other traditional clothing items from various cultures.
4. Develop tailored marketing and branding strategy to educate and engage consumers about the cultural significance of contemporary Arab caftans, encompassing online and offline channels.
5. Collaborate with designers from different regions and cultural backgrounds to create fusion caftan designs, fostering cross-cultural exchange and appealing to a global audience..

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