





Fashion Design Vocational Course Road-map

Traditional Craft Heritage
Training, Design and Marketing
in Jordan and Syria
(HANDS)

ERASMUS+Programme
HANDS Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP































Objectives

To develop a comprehensive understanding of traditional fashion design, with a focus on Asian styles, and leverage this knowledge to create innovative and technically proficient modern clothing through borrowing, adaptation, and creative reinterpretation.

Becoming familiar with traditional fashions design in terms of patterns, design lines, shapes, basic materials, auxiliaries, supplements and associated accessories, and the rules of derivation, innovation and quotation that enable him to design modern fashions based on their rich artistic components.

Acquiring precise skills that enable the student to master the technical design and implementation skills of Asian traditional fashions, and to borrow and creatively innovate from their lines, shapes, patterns, and colors, in order to obtain modern clothing adapted from them.

The ability to access and use diverse sources of knowledge in the field of fashion design and implementation, traditional costumes and their accessories.

Program Details

Target Audience

School and university students

Program Duration

Four weeks, two days a week with three hours per day.

Delivery Method

- Presentations
- Training activities
- Brainstorming
- Discussion and dialogue

PROGRAM CONTENTS

Program Overview

Break

Introduction to traditional costumes

Discussion

Traditional costumes in the continent of Asia, Arab models



Break

Starting an applied project:

(Fashion design based on traditional costumes)

Discussion

Traditional costumes in the continent of Asia, foreign models



Follow-up of the first project (designing fashions adapted from traditional costumes)

Discussion

Traditional costumes in the continent of Africa, Arab models



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Follow-up of the first project (designing fashions adapted from traditional costumes)

Discussion



African traditional costumes - foreign models

Break

First project delivery: designs, applied model

Discussion



Starting the second applied project:
(Fashion design based on traditional African fashion)
Break

Follow up on the second applied project, implementation steps for one of the successful designs Discussion



Delivery of the second applied project

Break

Starting the third applied project: (Costume design adapted from traditional Jordan and Syria costumes)

Discussion



Follow up on the third applied project

Break

Project submission and evaluation

Discussion

WHAT ARE TRADITIONAL COSTUMES?

Traditional costumes are clothing that tells a story. Worn by a specific group for generations, they reflect culture, history, and even social status. They can be seen as uniform for a community, with unique designs, materials, and sometimes even hidden meanings. They not only distinguish one group from another, but also act as a powerful way for people to express their heritage and individuality.





Introduction

Reflections

Throughout history, people have used clothing to communicate a wide range of things. Traditional costumes, passed down through generations, embody the:

- Climate and environment: Materials like wool in colder regions or light cotton in hot climates reflect practical adaptations.
- Skills and resources: The use of handwoven fabrics, intricate embroidery, or specific dyes showcases a community's artistic and technical prowess.
- Social status: Variations in costumes might distinguish royalty, religious figures, or different social classes.
- Religious beliefs: Costumes can incorporate religious symbols or colors with specific meanings.



Introduction

Importance and Distinction

Traditional costumes play a crucial role in:

- Cultural Identity: Wearing a traditional costume fosters a sense of belonging and connection to a specific heritage.
- Preserving Traditions: The act of creating and wearing these garments keeps cultural practices alive.
- Visual Storytelling: Costumes can depict a community's history, mythology, or social hierarchy through patterns, motifs, and colors.
- Differentiation: Variations in costumes between cultures and regions create a visual distinction, celebrating diversity.



Introduction

Expressive Power

Traditional costumes are powerful tools for expressing human personality:

- Celebrating Events: Special costumes worn during festivals, weddings, or religious ceremonies add significance to the occasion.
- Individuality within Tradition: While costumes represent a shared identity, there can be room for personal touches, reflecting the wearer's creativity.
- Performance and Art: Traditional costumes are often linked to dance, music, and storytelling, becoming an integral part of artistic expression.







Similarities

- Loose silhouettes: Flowing robes and draped garments are common due to the hot climate.
- Natural materials: Cotton, wool, and silk are popular choices, offering breathability and comfort.
- Head coverings: Both men and women often wear head coverings like scarves, keffiyeh (headscarves with tassels) for men, and veils for women (styles vary by region).
- Embroidery: Intricate embroidery with regional motifs and colors adorns many garments.





Traditional Dress in Jordan

- The Thobe: A long, loose ankle-length robe made of cotton or wool. It is the most recognizable piece of Jordanian men's attire.
 It comes in various styles, with some featuring simple embroidery or pockets.
- The Shemagh: A checkered head covering, usually in red and white and often made of thicker fabric for colder weather. It is not just a head covering but also a fashion statement.
- The Agal: A black cord worn around the shemagh to hold it in place. The agal adds a touch of formality and can indicate the wearer's social status or tribal affiliation.







Traditional Dress in Jordan

- The Disdasheh: A long, black dress made of cotton or silk.
- The Bisht: A colorful, embroidered outer garment worn over the disdasheh for special occasions.
- The Hijab: A head covering for women, typically made of a scarf or shawl.
- Embroidery: Plays a significant role in Jordanian women's clothing. Designs often feature geometric patterns, flowers, or coins and can symbolize the wearer's region or marital status.









Traditional Dress in Palestine

Men's Wear

Palestinian traditional clothing shares some similarities with Jordan's due to their shared cultural heritage. However, there are also distinct elements that reflect the specific history and traditions of Palestine.

- The Thobe: Similar to the Jordanian thobe but may have regional variations in style and embroidery.
- The Keffiyeh: A symbol of Palestinian identity, often worn in black and white.
- The Igal: Similar to the Jordanian agal.







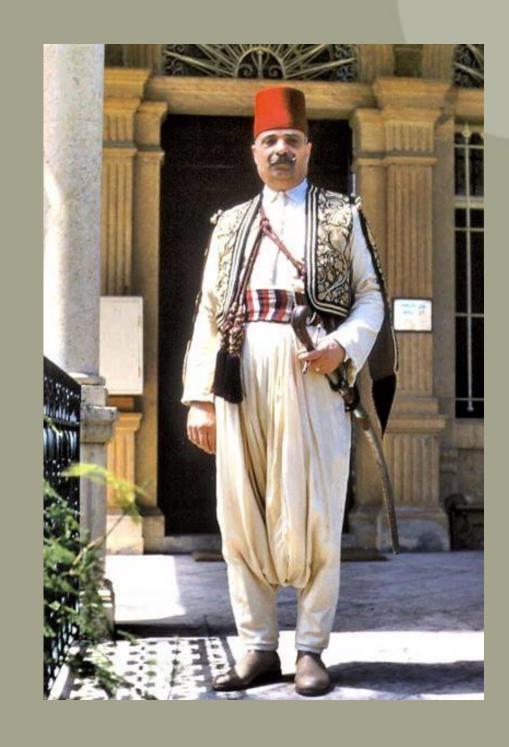
Traditional Dress in Palestine

- The Thobe: A long, embroidered dress, the national dress of Palestine.
- The Izar: A long, rectangular piece of cloth wrapped around the waist.
- The Hijab: Similar to Jordan.
- Embroidery: Palestinian embroidery is renowned for its vibrant colors and intricate geometric patterns.
 Designs often hold symbolic meaning and can represent the wearer's village or region.



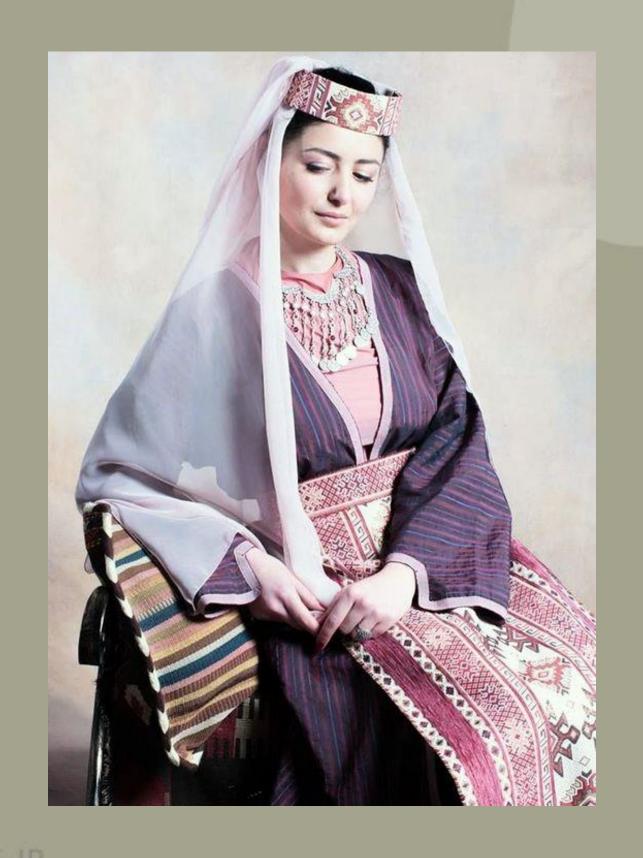
Traditional Dress in Lebanon

- Sherwal: Loose-fitting trousers, often baggy at the knees and gathered at the ankles. Material and width can indicate social status, with wealthier men wearing finer fabrics and wider cuts.
- Qamis: A long, loose tunic shirt worn over the sherwal. It can be made of cotton, linen, or silk and may feature simple embroidery or embellishments.
- Jelediyeh: A sleeveless waistcoat worn over the qamis. Similar to the wustah for women, it can be richly decorated and reflect the wearer's social standing.
- Tarboosh: Typically black or brown. Less common today but still seen on some older men or during cultural events.
- Headscarves: White headscarves are sometimes worn by men, particularly in Druze communities.



Traditional Dress in Lebanon

- Fustan: The base dress worn under the abaya. It can be a simple long dress or a more elaborate creation with intricate embroidery and embellishments. Fabrics like silk, cotton, and brocade are used.
- Wustah (Weste): A short jacket or vest worn over the fustan. It can be richly decorated with embroidery, metalwork, and coins, signifying the wearer's wealth and social status.
- Headscarves and Veils: Styles vary depending on religion and region. Druze women often wear white veils, while Muslim women might wear a headscarf or veil depending on personal preference.
- Jewelry: Lebanese women traditionally adorn themselves with elaborate gold or silver jewelry, including necklaces, bracelets, earrings, and headpieces.



Traditional Dress in Syria

- Thobe: A long, loose ankle-length robe, often made of cotton, wool, or silk depending on the occasion.
- Shwal (Shiwal): Wide-legged trousers, sometimes gathered at the ankles for a comfortable fit. Material and width can indicate social status.
- Abaya: A heavier cloak worn in colder weather, typically made of wool or sheepskin.
- Keffiyeh: A checkered headscarf with tassels, often in black and white or red and white.
- Agal: A black cord worn around the keffiyeh or shemagh to hold it in place.
- Headscarves: White headscarves might be worn in some regions, particularly by Druze men.
- Headgear: Certain communities might have specific headwear like the tarboosh (fez), a red felt hat with a black tassel, though less common today.



Traditional Dress in Syria

- Jalabiya: A long, loose dress, the most common garment for Syrian women. Styles and embellishments vary by region.
- Izar: A long, rectangular piece of cloth wrapped around the waist, often worn under the jalabiya in rural areas.
- Wastah (Weste): A colorful embroidered vest worn over the jalabiya for special occasions.
- Hijab: A head covering for women, typically made of a scarf or shawl. Styles vary depending on personal preference and region.
- Embroidery: Syrian embroidery is renowned for its vibrant colors and intricate geometric patterns. Designs often hold symbolic meaning and can represent the wearer's village or region.
- Jewelry: Women adorned themselves with gold or silver jewelry, including necklaces, bracelets, earrings, and headpieces.











Traditional Dress in Egypt

- Ancient Egypt: Simple loincloths (shenti) made of linen. Wealthier men wore pleated skirts and head coverings.
- Islamic Influence: Adoption of the thobe, a long, loose robe. Head coverings like turbans, head scarves, and skullcaps became common.
- Modern Egypt: Galabiya (long robe) remains the national dress, but Western styles influence everyday wear. Modern galabiyas might be shorter or more fitted.
- Headwear: Turbans, head scarves (gutras), and skullcaps (taqiyahs) are all worn, with variations by region and social status.



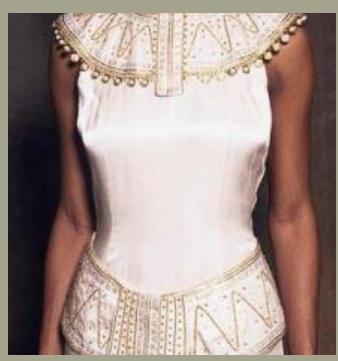




Traditional Dress in Egypt

- Ancient Egypt: Simple sheath dresses made of linen.
 Wealthier women adorned themselves with elaborate jewelry and cosmetics.
- Islamic Influence: The jellaba, a long, loose dress, became more common. Head coverings like veils and scarves became widespread, with variations based on social status and region.
- Modern Egypt: Jellaba or thobe remains the national dress, but Western styles influence everyday wear. Modern versions might be shorter or have a more fitted silhouette.
- Headwear: Head coverings like veils and scarves are common, with styles varying based on personal preference, religion, and region.







Traditional Dress in Tunisia

- Jebba: The most iconic garment, a long, loose sleeveless tunic worn over a shirt or vest (farmla). Made from wool or silk, it can be plain for everyday wear or feature embroidery for special occasions.
- Sarouel: Baggy trousers with a comfortable fit, often belted at the waist with a silk or other belt. Material and embellishments can vary.
- Burnous: A hooded cloak typically made of wool, worn in colder weather or for special occasions. Decorated with embroidery might signify social status.
- Chechia: A felt cap with a distinctive red tassel on top, a traditional head covering for men.
- Headscarves: White headscarves might be worn, particularly in rural areas.



Traditional Dress in Tunisia

- Fouta: A versatile rectangular piece of cloth worn wrapped around the body, often made of cotton or silk. Styles of draping can vary by region.
- Blouse: A simple blouse or shirt worn under the fouta, often made of cotton or silk.
- Sarsari: A loose-fitting robe or dress, sometimes worn instead of the fouta and blouse combination.
- Malla: A long, flowing cloak or outer garment, typically worn for special occasions and celebrations.
- Jewelry: Tunisian women adorned themselves with elaborate gold or silver jewelry, including necklaces, bracelets, earrings, and headpieces.
- Headscarves: Worn by many women, styles and colors vary depending on region, religion, and personal preference.



Traditional Dress in Morocco

- Djellaba: The most recognizable piece, a long, loose hooded robe made of wool or cotton. Simple for everyday wear, it can be more ornate with embroidery for special occasions.
- Serwal: Loose-fitting trousers worn under the djellaba, often made of cotton or linen for comfort in the warm climate.
- Jabadour: A short waistcoat worn over the djellaba for extra warmth or a touch of formality.
- Chechia: A felt cap, often red with a black tassel, a traditional head covering for men.
- Headscarves: White headscarves might be worn, particularly in rural areas.



Traditional Dress in Morocco

- Caftan: A long, flowing dress with sleeves, a more formal option compared to the djellaba. Made of various fabrics like silk or velvet, it's often richly decorated with embroidery and embellishments.
- Takchita: A two-piece outfit consisting of a long underdress (fouta) and a kaftan-like overdress (mlahfa). The most elaborate garment, worn for special occasions like weddings.
- Djellaba: Women also wear djellabas, similar to men's but with a wider range of colors and sometimes more intricate embroidery.
- Headscarves: Many women wear headscarves, with styles and colors varying depending on region, religion, and personal preference.
- Jewelry: Moroccan women traditionally adorn themselves with beautiful jewelry made of gold, silver, or Berber silver (Amazigh jewelry).



Traditional Dress in Algeria

- Gandoura: The most recognizable garment, a long, loose-fitting ankle-length robe made of white or brown wool for warmth, or cotton for cooler weather.
- Shirt: A long, white cotton shirt worn under the gandoura.
- Burnous: A sleeveless hooded cloak made of sheep, goat, or camel hair. Black in Western Algeria, brown in the steppes, and white in the Kabylie mountains. Worn for warmth or during travel.
- Djellaba: Similar to the gandoura but can be made from various fabrics and might have a hood. More common in some regions than others.
- Headwear: Turbans might be worn in some regions.



Traditional Dress in Algeria

- Haik: The most traditional garment, a long, veil-like piece of sheer fabric draped from head to toe, often made of white cotton or silk. Worn for modesty and practicality.
- Serwal: Loose-fitting trousers gathered at the ankle, worn under the haik.
- Fouta: A rectangular piece of cloth wrapped around the lower body, an alternative to the serwal in some regions.
- Blouse: A simple blouse or shirt worn under the haik or fouta.
- Caftan: A long, flowing dress with sleeves, a more formal option for special occasions. Made of richer fabrics and sometimes decorated with embroidery.
- Headscarves: Some women, particularly in urban areas, might wear headscarves instead of the haik. Styles and colors vary depending on personal preference and region.



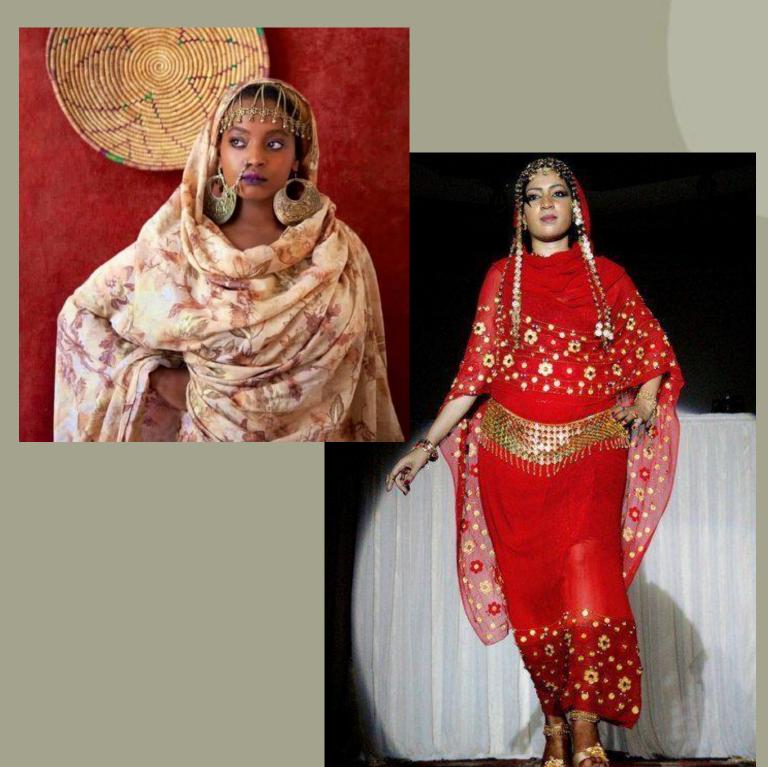
Traditional Dress in Sudan

- Jalabiya: The most common garment, a loose-fitting, long-sleeved, ankle-length robe. Made from comfortable fabrics like cotton or linen, it's ideal for the hot climate. Colors can vary, with white being a popular choice.
- Sirwal: Loose-fitting trousers sometimes worn under the jalabiya, particularly in southern Sudan. Material and width can indicate social status.
- Tobe: Similar to the jalabiya but less loose-fitting, sometimes seen in central Sudan.
- Shamma (Shawl): A large headscarf made of cotton or wool, worn in various styles depending on the region.
- Turbans: Wrapped head coverings, more common in northern Sudan.



Traditional Dress in Sudan

- Tobe (Thawb): The most common dress for Sudanese women, a long, flowing garment reaching the ankles.
 Made from colorful fabrics like cotton or silk, it can be plain or adorned with embroidery.
- Melaya: A large rectangular piece of cloth wrapped around the body, similar to a sari, sometimes seen in southern Sudan.
- Siraig: A headscarf worn by women, styles and colors vary depending on region, religion, and personal preference.
- Jewelry: Sudanese women traditionally wear beautiful jewelry made of gold, silver, or beads, often with symbolic meaning reflecting their heritage or social status.





Project 1

Fashion design based on traditional costumes

Case studies and approach

- Analyze case studies of successful fashion designs that incorporate elements of traditional costumes into contemporary clothing.
- Develop an approach that respects the integrity of traditional attire while innovatively integrating it into modern fashion.

Considering social aspects

- Evaluate the social significance of traditional costumes within their respective cultures.
- Consider how the design process can address social issues or promote inclusivity and diversity.

Considering Identity and culture

- Identify key elements of traditional attire that carry cultural significance.
- Aim to preserve cultural heritage while adapting it to contemporary fashion trends.



Project 2

Fashion design based on traditional African fashion

Case studies and approach

- Study traditional African fashion across diverse cultures.
- Analyze successful case studies blending tradition with modern fashion.
- Develop an approach emphasizing cultural authenticity and innovation.

Considering social aspects

- Evaluate the social significance of African traditional fashion.
- Utilize fashion as a means for cultural empowerment and representation.
- Address social issues such as cultural appropriation and promote cultural appreciation.

Considering Identity and culture

- Explore how African fashion reflects cultural identity and heritage.
- Identify key elements of African traditional attire.
- Strive to preserve cultural integrity while adapting to contemporary fashion trends.



Project 3

Costume design adapted from traditional Jordan and Syria costumes

Case studies and approach

- Study traditional costumes from Jordan and Syria.
- Analyze successful case studies blending tradition with modern fashion.
- Develop an approach that respects cultural authenticity while embracing contemporary design elements.

Considering social aspects

- Assess the social significance of traditional Jordanian and Syrian costumes.
- Address social issues such as cultural preservation and representation.

Considering Identity and culture

- Explore how traditional costumes reflect the identity and heritage of Jordan and Syria.
- Identify key elements of traditional attire from these regions.
- Aim to preserve cultural integrity while adapting to contemporary fashion trends.











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