

بلدي **BEL BALADY** بالبلدي

An Exploration of The Egyptian Men's Balady Attire and Its Resonance
with Young Contemporary Egyptians' Identity

Balady Attire is the traditional clothing of modern Egyptians. It most commonly consists of a galabeya, and a sedeiry. However, it has many more components.

What extent does balady attire resonate with the cultural identity of contemporary Egyptian youth in Cairo?

The lack of awareness on *balady* attire has increased the stereotypes.

The main goal of this collection is to reintroduce *balady* attire to young contemporary Egyptians in a way that resonates with their experiences and aspirations, while maintaining the true identity of *balady* attire.

CONCEPT

Through a process of distortion and reinterpretation, the concept of this collection is about seeking an answer to the question: **'Is balady attire a reflection of who I am?'** by exploring the multifaceted identities of Egyptians.

IS BALADY ATTIRE A
REFLECTION OF WHO I
AM?

I started designing this collection by looking through the family archive. I discovered a diversity in the wardrobe of my grandfather and great grandfather. The clothing would vary from western double breasted suits to a full on balady galabeya.



My grandfather in his school uniform



My great grandfather in his balady attire



My grandfather in his pre-teen years



My grandfather in college

I decided to create a collage using the photos to create mismatched outfits. It resulted in a fusion of identities and silhouettes.



Collages I did using the photos

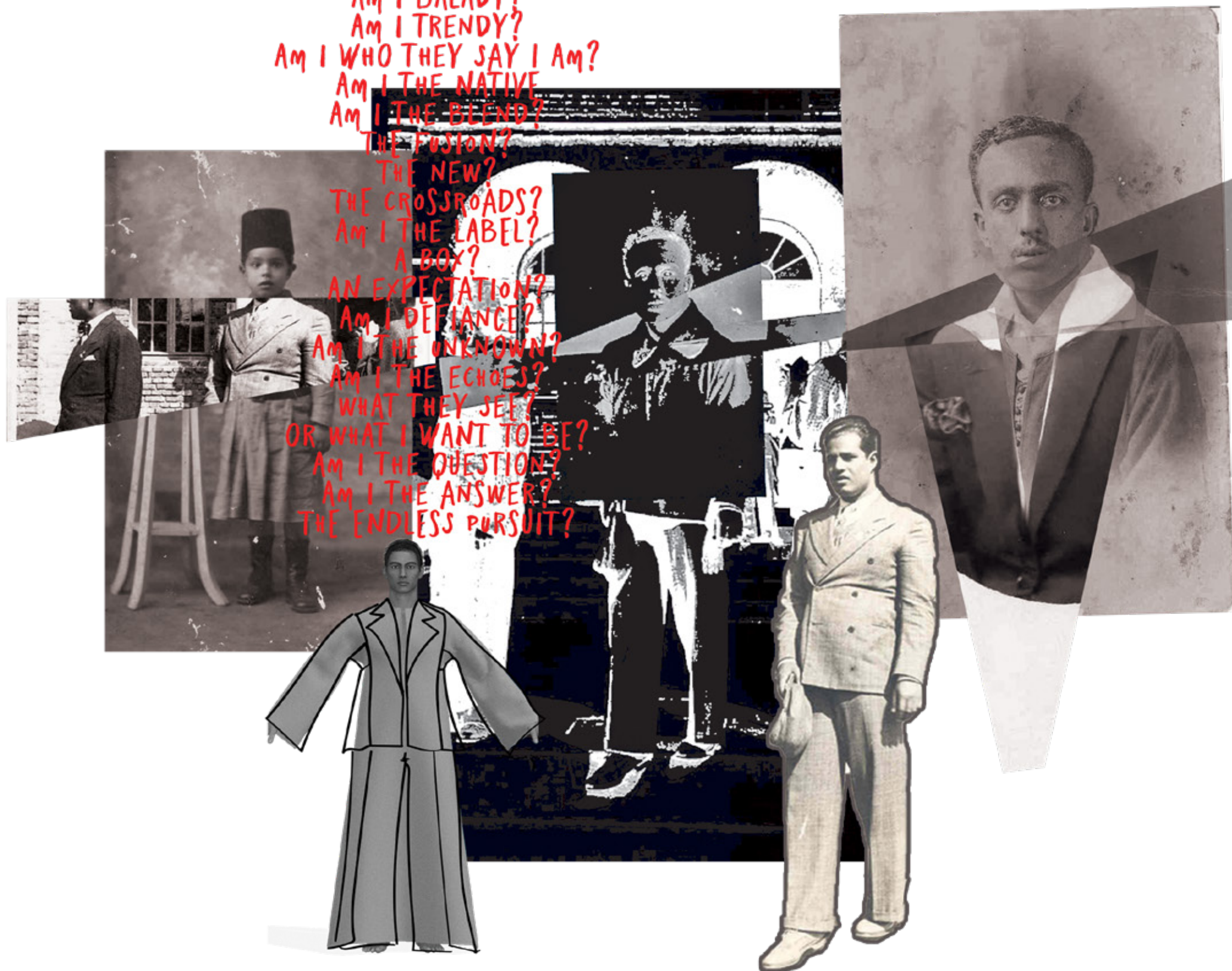
WHO AM I? AM I THE SUIT? AM I THE GALABEYA? AM I
MY ANCESTORS? AM I MY COLONIZERS? AM I BALADY?
AM I TRENDY? AM I WHO THEY SAY I AM? AM I THE
NATIVE? AM I THE BLEND? THE FUSION? THE NEW? THE
CROSSROADS? AM I THE LABEL? A BOX? AN EXPECTATION?
AM I DEFIANCE? AM I THE UNKNOWN? AM I THE ECHOES?
WHAT THEY SEE? OR WHAT I WANT TO BE? AM I THE
QUESTION? AM I THE ANSWER? THE ENDLESS PURSUIT?

A poem I wrote about my identity

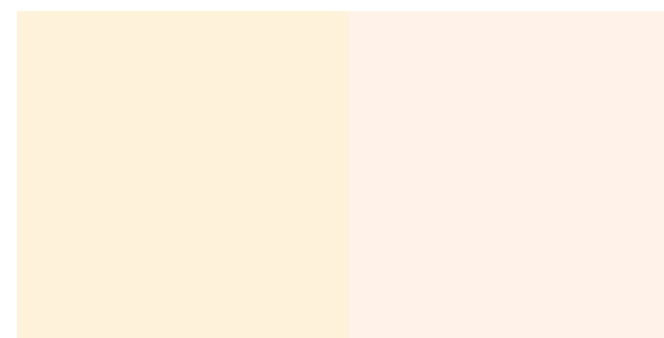
KEYWORDS & MOOD-BOARD

HYBRIDIZATION
LAYERING
ANATOMY OF TAILORING
GALABEYA STRUCTURE
MIXED TEXTURES
FISHTAIL SILHOUETTE

WHO AM I?
 AM I THE SUIT?
 AM I THE GALABEYA?
 AM I MY ANCESTORS?
 AM I MY COLONIZERS?
 AM I BALADY?
 AM I TRENDY?
 AM I WHO THEY SAY I AM?
 AM I THE NATIVE
 AM I THE BLEND?
 THE FUSION?
 THE NEW?
 THE CROSSROADS?
 AM I THE LABEL?
 A BOX?
 AN EXPECTATION?
 AM I DEFIANCE?
 AM I THE UNKNOWN?
 AM I THE ECHOES?
 WHAT THEY SEE?
 OR WHAT I WANT TO BE?
 AM I THE QUESTION?
 AM I THE ANSWER?
 THE ENDLESS PURSUIT?



COLOR PALETTE



A neutral color palette was chosen to emphasize the distinct silhouettes of the garments.

SILHOUETTE EXPERIMENTATION



I started sketching some elements from both balady and western garments
on top of a galabeya CLO3D prototype

I started applying the elements on to balady garments



Here, I integrated a double-breasted element



Here, I integrated suit lapels



I created a gibba and abaaya outfit on CLO3D



I started imagining ways to deconstruct them or fuse to create a hybrid

Early prototypes of the abaaya-gibba hybrid



Here, I folded over the “sleeves” of the abaaya



Here, I sewed the abaaya to the waist of the gibba to turn it into a gown like garment.



Here, I sewed the abaaya to the hem of the gibba to create an infinite garment



Here, I sewed the abaaya to the shoulders of the gibba to turn it into a cape.

FINAL DESIGNS

Look 1: 'Anatomy'

Formal *balady* attire

'Raw' white monochrome look to emphasize the pure craftsmanship

Inverted seams to show-off structure and sewing techniques

Quftan fabric is striped as ode to the traditional *quftan* fabric



real-life raw edge detail

prototype plan



CLO3D Prototype



360 garment view



3/4 garment view

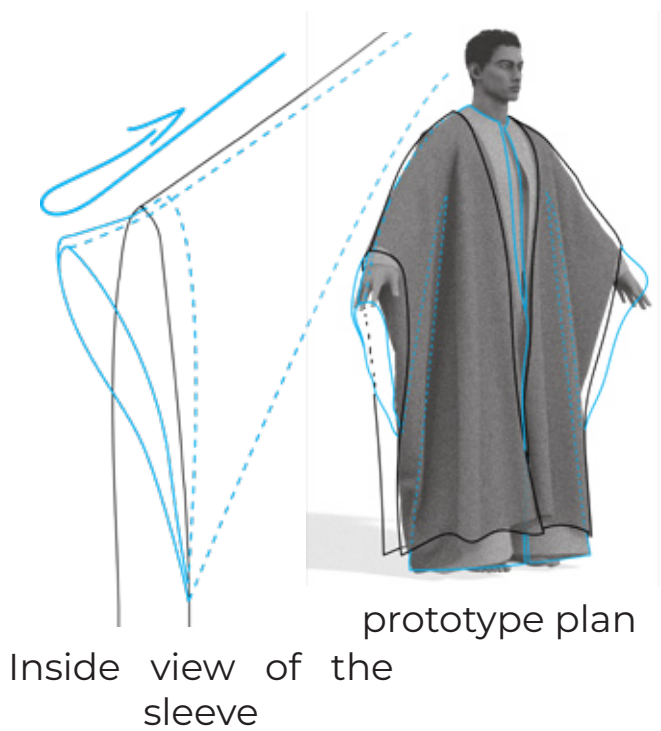
back garment view

Look 2: 'Hybrid' Look

Gibba and 'abaaya hybrid

Layering them both and fusing
'abaaya side hem with gibba sleeve

Suiting fabric for 'abaaya



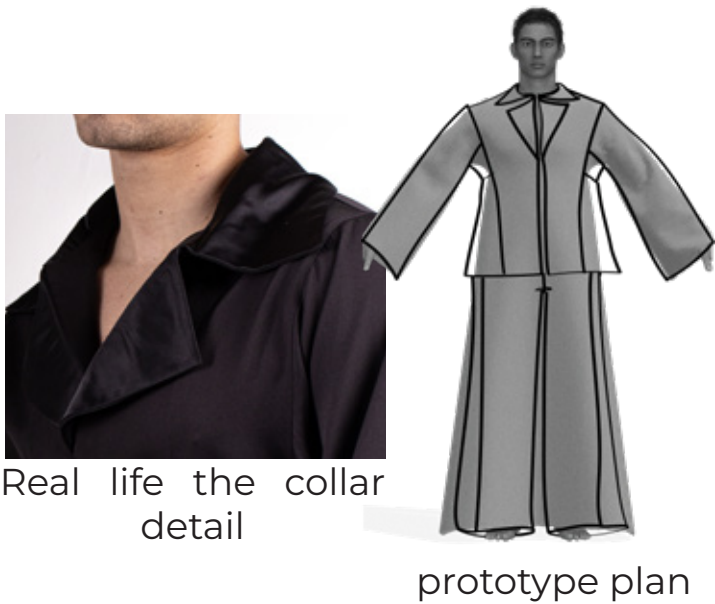
Look 3: 'Galabeya-Suit'

Galabeya-suit hybrid

Suit lapels and collar while maintaining *galabeya* structure

Side panels have a different fabric to highlight them

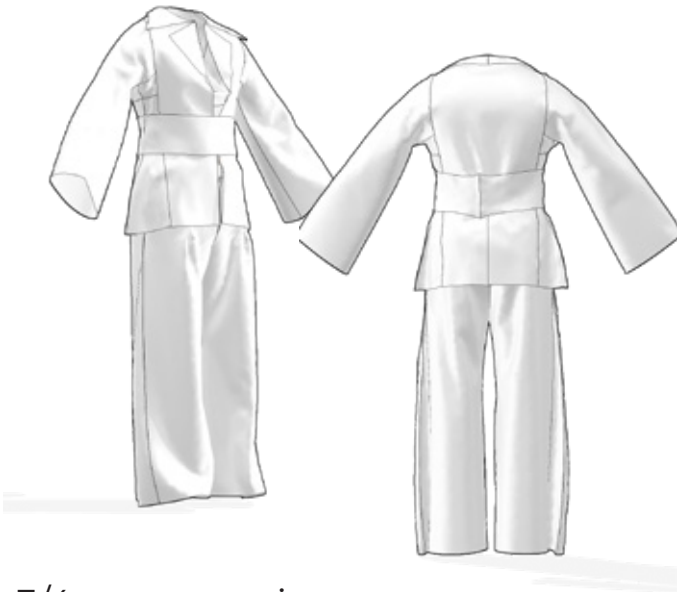
Fusing 'hezam from balady attire with western cummerbund



CLO3D Prototype



360 garment view



3/4 garment view
back garment view

Look 4: 'Gibba-Coat'

Gibba-coat hybrid

Double-breasted coat structure fused into the *gibba* fish-silhouette

Traditional western coat material



Real life collar detail



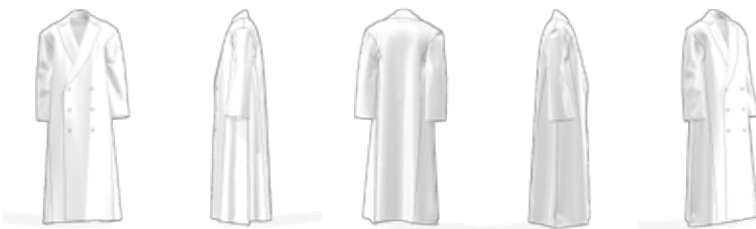
Reference from grandfather's photo



prototype plan



CLO3D Prototype



360 garment view



3/4 garment view

back garment view



CLO3D PROTOTYPE



FINAL GARMENT



CLO3D PROTOTYPE



FINAL GARMENT



CLO3D PROTOTYPE



FINAL GARMENT



CLO3D PROTOTYPE



FINAL GARMENT

PHOTOSHOOT



Look 1



Look 1



Look 1

Look 1



Look 1



Look 1



Look 1



Look 1



Look 4



Look 4



Look 4



Look 4





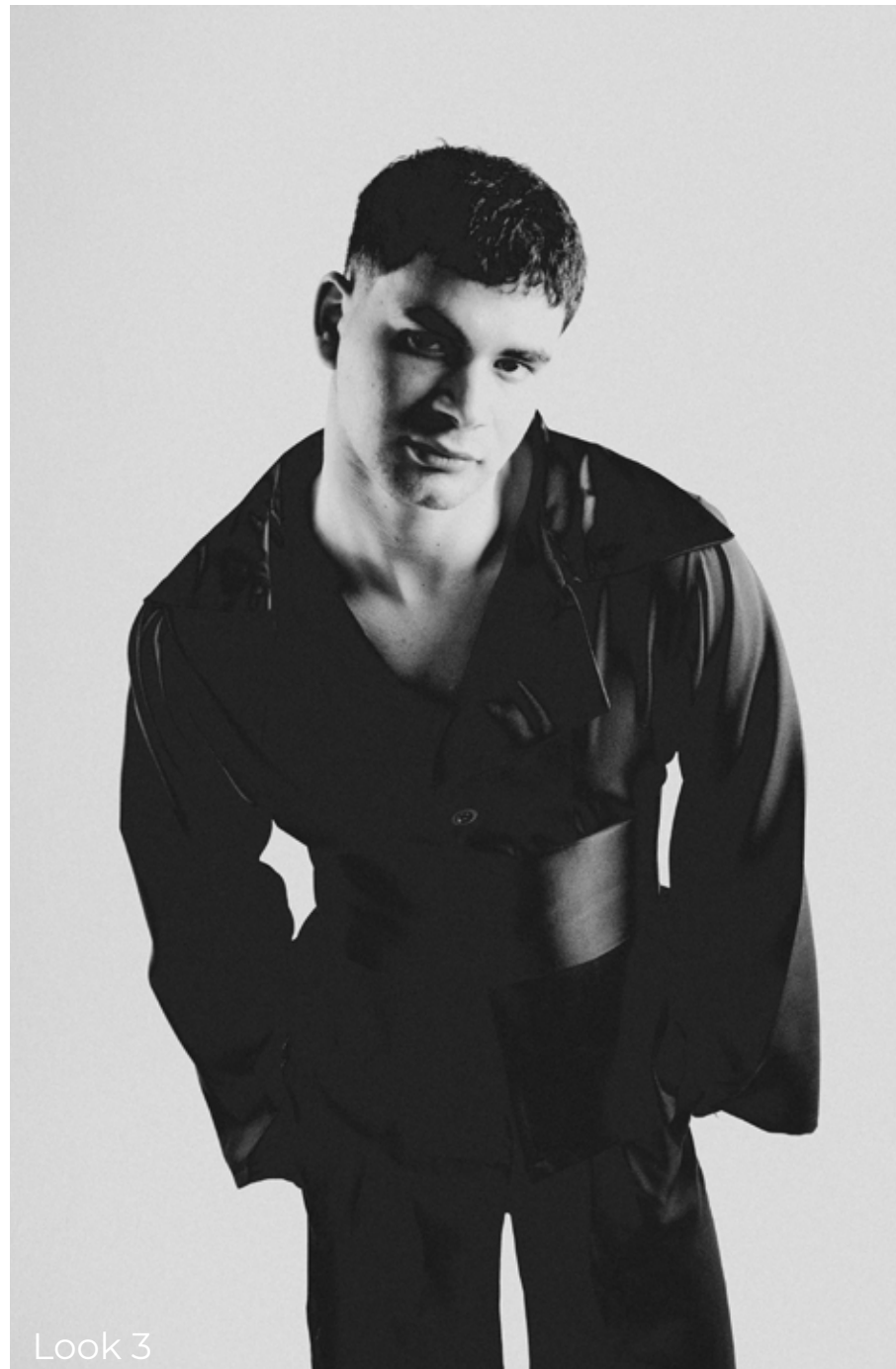




Look 3



Look 3







Look 2&3



Look 2&3



Look 2&3



Look 2&3



Look 2&3



Look 2&3

IS BALADY ATTIRE A
REFLECTION OF WHO I
AM?

شکرانہ

SHOKRAN