



ZAHW
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INTRODUCTION &

Footwear was and still remains one of the most important articles of clothing known to man. Throughout one's life, it is extremely difficult to survive without the proper footwear to protect one's feet. Walking barefoot is something that has almost completely vanished ages ago.

The functionality of shoes has always been the same throughout the ages, however, the styles and shoemaking techniques have changed substantially from one era to another as well as from one place to another. Footwear can be seen as a reflection of a certain period of time as well as a reflection of the prevailing culture during that period. Moreover, Footwear has always been part of the wearer's personality and personal life.

Each country and each region had a different style of footwear where part of their culture was represented in their pieces even the materials and techniques differentiated and developed over time. However, that changed over time as a result of globalization, all footwear designs became repetitive styles. The meteoric rise of mass production has enabled producers to spread their designs in a matter of days, sometimes hours, all over the world. This has led people in most countries to stop wearing their traditional costumes and started to adopt the modernized articles of clothing hence, cultures were no longer reflected in costumes. Although,

RESEARCH QUESTION

shoes continued to reflect the wearer's personality yet their design and production are often taken for granted.

My thesis, research paper aims to uncover the hidden messages and cultural meanings conveyed through footwear design throughout the history. It clarifies the evolutionary purposes behind footwear and its latest development.

In addition, it brings to light how Egyptian footwear designs lost their unique cultural and visual elements to globalization. **"Check my thesis paper for more info"**

RQ: How can we represent cultures and identities through footwear design? starting with Ancient Egypt, How can we bring old elements inspired by ancient Egypt and old Cairo to our modern days?

ABOUT THE PROJECT

As redundant designs are one of the major problems in The footwear Industry, this project is aimed to create original and unique footwear collections inspired by the world history and different, unique cultures.

The first collection is inspired by Ancient Egypt and its beauty. The main inspiration is derived from the elements of life and Pharonics symbols in the old kingdom and and ancient dynasties.

Following, a second collection inspired by the old Egyptian identity found in El Moez Street. The main inspiration is derived from the Mamluks' dynasty, focusing on The Qalawon complex..

VISION

would be to glorify culture and authentic art in every high end sustainable vvdesign we create leaving women feeling empowered and connected to global history.

Symbolizing empowerment and connection and believing in the force of footwear to bring back rich history, all while maintaining sustainability to look out for the future. **ZAHW** came to life

& MISSION

In the process of “modernization” and with efforts of inclusion and adaptation, it is sometimes easy to forget that what makes us collectively stronger is not standardization; but on the contrary it is in the ability to unite our differences and to accept the beauty in each authentic identity that lays true harmony.

Luxury today is not only about belonging or possession of “things”, it has evolved into a much more intricate concept.

People now want to feel connected, to be emotionally touched by the items

Our mission is to execute it in a sustainable, authentic and diverse way

BRAND NAME

ZAHW:

An Arabic noun, means pride and beauty

زهو: اسم عربي، معناه الفخر و الجمال

NEW LOGO

Abstract submark inspired by the arabic calligraphy, however, its easily seen as international symbol



OLD LOGO





WOMEN OF ZAHW

YOUNG SPIRIT

FASHIONABLE

ARTISTIC

BOLD

CLASSY

DIFFERENT

CULTURAL

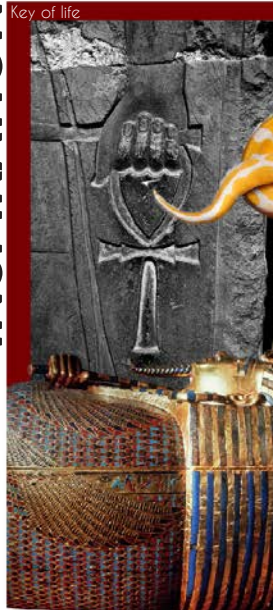
LUXURIOUS

UNIQUE



INSPIRATION

Key of life



#8b2425

WALK LIKE AN EGYPTIAN

SERPENTS



LOTUS

#a1afaf



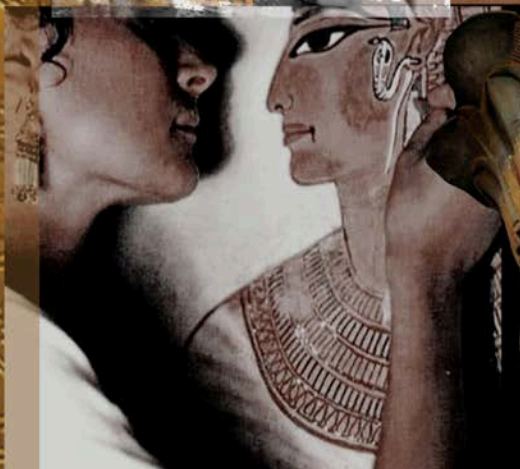
WIGS

#000000



#4e83af

Walk like an Egyptian



COLLECTION SKETCHES OVERVIEW

STREET WEAR SNEAKERS



SANDALS

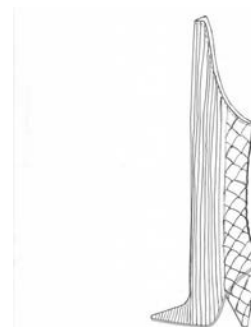


PUMP





BOOTS



RENDERING & MOCKUPS



All materials used are sustainable
and Eco friendly
Embroidery used for the Lotus symbol
Lotus Flower as the main inspiration



All materials used are sustainable
and Eco friendly
PU- serpent skin
Serpent as the main inspiration



All materials used are sustainable
and Eco friendly
PU- crocodile skin
Pharaoh's wig as the main inspiration



MAMLUK COLLECTION

As redundant designs are one of the major problems in The footwear Industry, this project is aimed to create original and unique shoe based on a conceptual design and a ready to wear collection.

It is inspired by the old Egyptian identity found in El Moez Street. The main inspiration is derived from the Mamluks' dynasty, focusing on The Qalawon complex..

According to Britannica Academic, Conceptual Art is also called post-object art or art-as-idea. It is basically an art form that is based on ideas behind the artwork rather than its functionality. Its concern are idea-based rather than formal.

CONCEPT

In an effort to pay homage to one of Cairo's jewels, this conceptual piece is inspired by the old Egyptian identity found in El Moez Street. The main inspiration is derived from the Mamluks' dynasty, focusing on The Qalawon complex.

Zahw portrays the beauty and delicateness of Islamic Architecture of the Mamluk's Dynasty and aims to encourage accepting the beauty in each authentic identity that lays true harmony.

INSPIRATION

Octagonal Stars



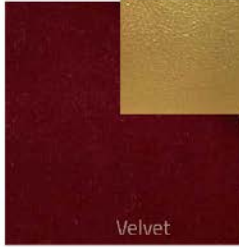
Gold leather



Qalawon Complex



Velvet



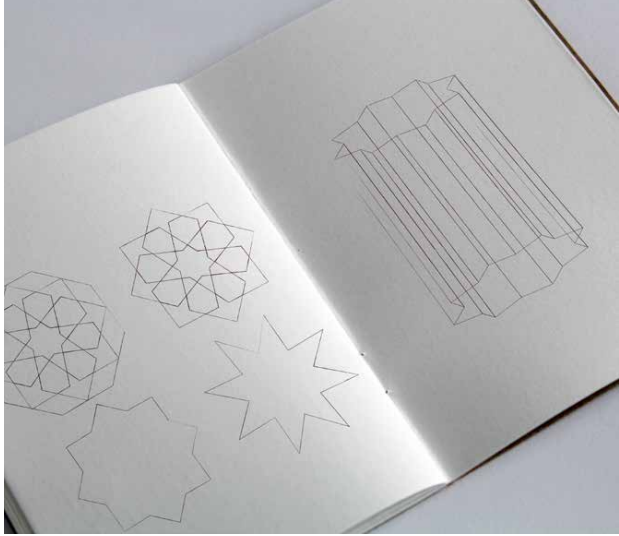
Mother of Pearl

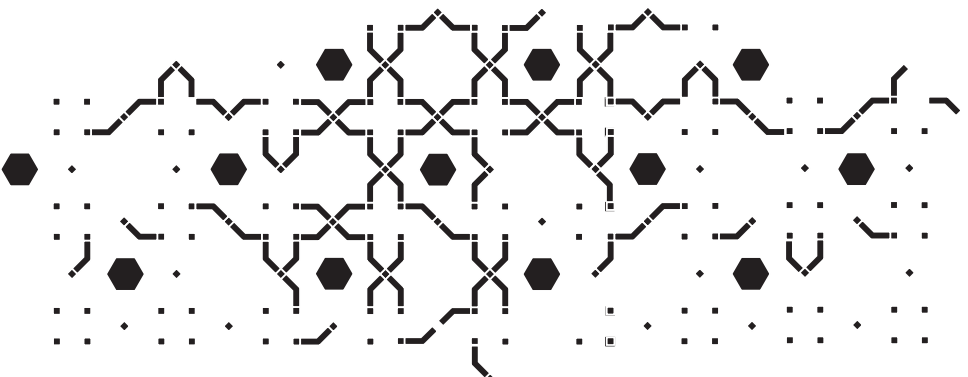
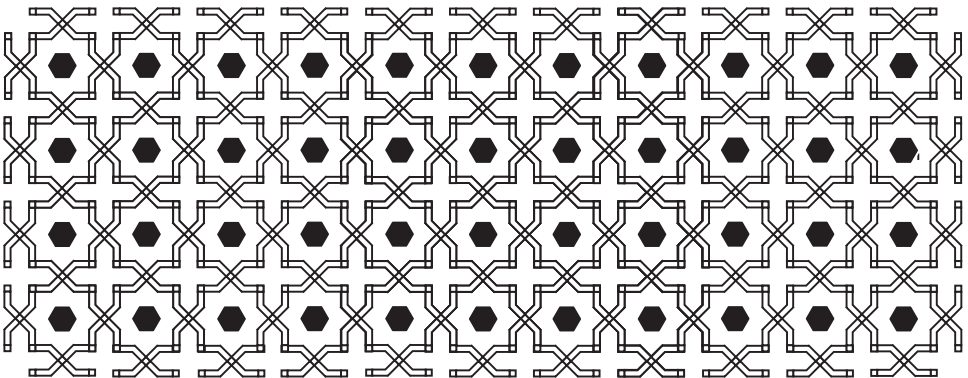


Nails



HEELS DESIGN ELEMENTS





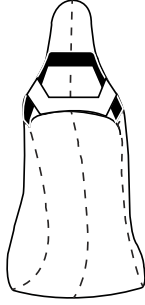
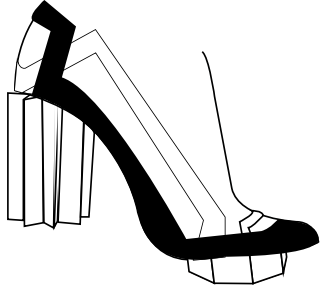
Heel pattern Design



UPPER DESIGN

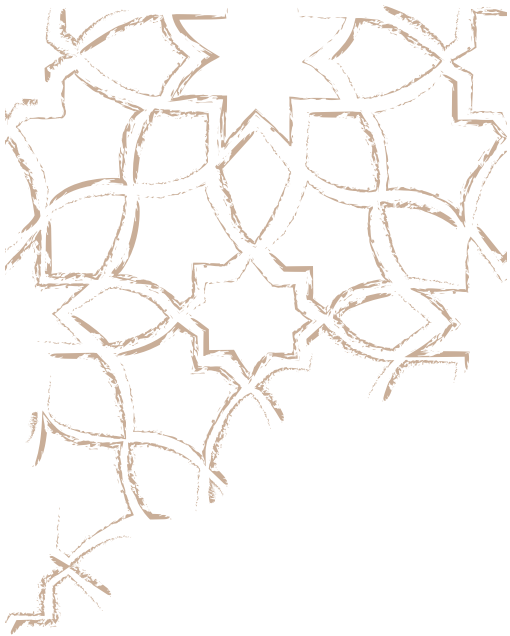


CONCEPTUAL DESIGN PIECE SKETCHES





Digital Sketches



INLAYED
MOTHER OF PEARL
HANDMADE



Mother of pearl

PROCESS



Prototype

PROTOTYPE SHOOT



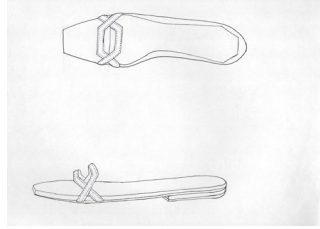




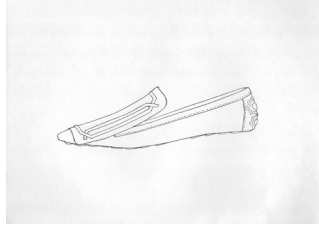
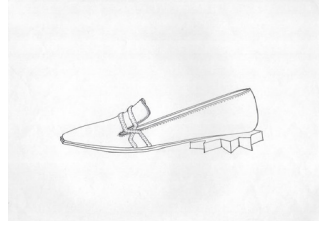


READY TO WEAR COLLECTION SKETCHES OVERVIEW

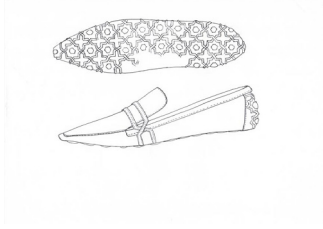
SANDALS



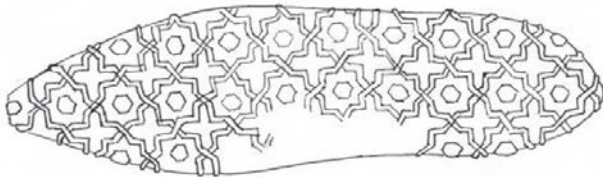
LOAFERS



HALF BOOTS



RENDERING & MOCKUPS



All materials used are sustainable
and Eco friendly
Suede
Octagonal Mamluk star as the main
inspiration



All materials used are sustainable
and Eco friendly
Patent PU- Suede
Islamic chain as the main inspiration

THANK YOU