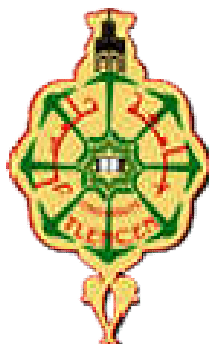


PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

Ministry of Higher Education and Scientific Research

University of Tlemcen



Faculty of Letters and Foreign Languages

Department of English

The Impact of Globalization on Arab Fashion Trends

**A dissertation Submitted to the Department of English in Partial Fulfillment of
the Requirement for the Master's Degree in Literature and Civilization**

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2018-2019

Dedications

I dedicate this work to my family and especially
My parents who supported me all the time without forgetting
My pretty baby daughter HADJER who is the most
Precious person in my life.

Acknowledgements

At first, the most thanks go to “Allah” for helping me realizing this work.

I would like to express my deepest appreciation to my supervisor Dr.Mohammed Kheladi who has provided me the possibility to complete this research because without his guidance, support and encouragement, this dissertation would have not been completed.

My thanks and gratitude also go to all those who supported me.

Abstract

Globalization is a process that involves higher levels of integration and interaction among people, countries and cultures. This unprecedented growing interdependence of the world's societies has been significantly driven by international trade, investments and the sophisticated information technologies. Consequently and inevitably, the impact of such high scale integration has had its impact on the world's politics, economy, culture and even environment. Within this context and with a particular focus on the cultural side, the present dissertation seeks to locate and examine the impact of globalization on one essential element of the Arab culture, i.e. fashion trends. In fact, within the globalization process, fashion trends today are in a continuous substantial change. The analysis of the literature on the impact of globalization on Arab fashion has shown that this impact has positive as well as negative implications. The advantageous side resides basically in the modernization and internationalization of Arab styles. The negative impact, on the other hand, is reflected in both: the new tendencies of Arab fashion towards Westernization and the dependence of the Arab fashion on foreign sources in terms of manufacturing and creative designs.

Keywords: Globalization, Arab, fashion, trends, impact, positive, negative.

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List of Abbreviations

ASEAN: Association of Southeast Asian Nations

EU : European Union

IMF: International Monetary Fund

NAFTA: North American Free Trade Agreement

UK: United Kingdom

UN: United Nations

UNESCO : United Nations Educational, Scientific, and Cultural Organization

UAE : United Arab Emirates

USA : United States of America

WTO : World Trade Organization

General Introduction

General Introduction

Recently, the world has seen radical transformations that have made life completely different than before. Those transformations resulted from the world wide phenomenon of globalization. This latter has given a new image to the globe in all its aspects, including politics, economy and culture.

However, despite the large number of studies on globalization, no agreement exists regarding its real impacts, in the sense that some scholars emphasize and accentuate its positive impact, while others warn from its potential multiple dangers.

Since the rise of globalization and its influential implications that have become felt in almost every domain, people have changed their life styles in comparison with olden generations. Drawing attention to the impact of globalization, one has to devote a particular attention to the cultural sphere.

Indeed, globalization has significantly impacted the world's culture .This has resulted from the fact that the international boundaries have gradually and inexorably eradicated. Thus, the cultural diversity has become limited and transformed to be reduced in one global specific culture of the Western world. Furthermore, the technological advancement of the 20th century made the interconnection between the people from different part of the world easier and cheaper than before. People can exchange thoughts, beliefs and other cultural categories that belong to other communities. This can be positively seen as people come to be closer to each other and that this in turn will contribute to bridging cultures for the sake of sustaining co-existence, understanding and tolerance.

However, some scholars claim that globalization tends to destroy the diversity of local cultures, emphasizing the strong forces of the western influences especially, on the Arab world. Since globalization creates a typically universal culture around the world, tend to start adopting new values, ideas, beliefs, and hence, becoming more and more detached from their own cultural identity and cultural heritage.

Within this course of thought, the present dissertation takes as its point of focus the impact of globalization on the Arab fashion trends. The intention is to measure the extent to which the Arab fashion has been influenced by the global fashion trends. As commonly known, fashion trends refer to the way people tend to dress themselves depending on their personal taste, desire and preference. Clothing styles have been one of the most spectacular indicators of cross-cultural interchange. With the rapid rise of globalization, fashion trends have spread quickly across global culture within a modern picture that reflects new economic, political and cultural tendencies. The history of fashion as both a business and cultural phenomenon shows the biggest change that the world fashion has undergone throughout different periods of time. The present study will particularly, as stated earlier, deal with the impact of globalization on the Arab fashion trends. In so doing and in an attempt to provide a clear methodological framework to the present research, two major questions have been raised:

1. What does the process of globalization involve and what are its implications?
2. What are the major aspects of the impact of globalization on Arab fashion trends?

The present study presupposes that the globalization process involves the integration among people and the development of closer economic, political and cultural ties. It also suggests that the impact of globalization on Arab fashion can be viewed from two sides positive and negative.

The general layout of the present dissertation consists mainly of two chapters. The first chapter is devoted to the relevant literature review on the buzz term “globalization”. It seeks to define this term and trace back its origin. The chapter also presents an account on the causes and consequences of globalization with a special focus on the cultural domain. The second chapter is devoted to the major concerns of the present research as it relates to analyzing the impact of globalization on the Arab fashion trends.

Therefore, within this chapter, it will be demonstrated that globalization as an ongoing process has influenced Arab fashion both positively and negatively. A relevant account therefore will be provided on these aspects.

Chapter one

Globalization: An Overview

1.1. Introduction

Since the present dissertation is concerned with the impact of the globalization process on the Arab fashion trends, it is important to deal with the different specificities of this phenomenon. Therefore, this chapter will be mainly centered on the meaning of globalization as seen by different scholars. The chapter will also highlight the causes that have contributed to its advent. Moreover, and in an attempt to provide a clear understanding of the implications globalization, the chapter will provide an account on the major types of globalization with a particular focus on cultural globalization. The last point within this chapter will focus on the advantages and disadvantages of the globalized world. The objective of this chapter is to show the fact that within globalization, there has been a remarkable socio-economic flow that has transformed the world into a global village and that the traditional geographical barriers have been transcended. The intention is also to point to the impact of the global trends on both the developed nations and the developing ones. These latter are facing enormous challenges to adapt their political, economic and cultural norms with the newly emerged ideologies.

1.2. Definition of Globalization

Many definitions are given to the term globalization according to the context of its use. The Cambridge online English dictionary defines globalization as “The development of closer economic, cultural and political relations among all the countries of the world as a result of travel and communication becoming easy.”

This buzz term is, therefore, used to denote the exchange of services, goods, and cultures among different nations. Holton (2011) says that globalization is a process of integration that turns local happenings into global flows via the means of communication and information technologies. Giddens (1990) also defines globalization as “the intensification of worldwide social relations which links distant localities in such a way that local happenings are shaped by events occurring many miles and vice versa.” (p.64)

Another definition of globalization is given by McKibbin (2000).He writes that globalization is the “increasing interdependence of economic, social and political activities across national boundaries”(p.1)

The term globalization is sometimes used interchangeably with the term “internationalization”, but globalization remains value-laden and controversial. It is seen differently by scholars. However, what seems to be common among all the definitions that can be provided to globalization is the fact that this process is a multifaceted process which tends to unite and unify people across the world. The multidimensional aspect of globalization involves integration in politics, economy, culture and education.

Steger (2017) argues that the term globalization is the most widely used term today, and he connects it with the global integration of international trade, investment, information technology and cultures. This also means, as stated before, that within globalization the available goods, services and social and cultural influences gradually become similar in all the parts of the world. The democratization and integration of the world’s economy and culture basically through transactions and investments besides the unprecedented rapid development of information technologies led to the erosion of the traditional boundaries among nations. The world has been transformed into a “global village” where people interact easily. Because of the large scale of integration and democratization brought by globalization, mutual tendencies have emerged among nations in politics, economy, culture, finance and even environment issues.

1.3. Origins of Globalization: An Overview

According to Northrup (2009), there is no consensus on the beginning of globalization because both social scientists and historians have suggested different time periods. In fact, this controversy over the root of globalization tends to manifest itself in the conflicting views of economists and historians. Economists, on the one hand, are inclined to shorter time frames, but historians provide a description of a much longer process.

Northrop (2009) adds that the debate over globalization displays earlier debates about modernization, underdevelopment, and the rise of the West. Therefore, the most frequently suggested starting points are centered on three major historical events. These are: The Industrial Revolution (19th c), Western expansion around (15th c), or the integration of Asia (around 10th c).

However, the most recurrent debates and analyses, in the view of Northrop, denote that the effective beginning of globalization took place in recent times. Therefore, many scholarly publications on the rise of globalization refer to 1990s. This period as commonly known marked the end of the Cold War, and thus, the rise of the United States as the most powerful nation in the world, besides the immense spread of communication technologies particularly the Internet and the striking development in the means of transport. The developing country in this period also sought foreign investment by undertaking open international trade policies. Birol (2012) writes:

The years 90s, on the other hand, witnessed several path breaking developments. The first to be mentioned is the move towards globalization. Globalization encompasses international relations far more extensive compared to market economy and outward orientation. The latter includes free trade, that is, free movement of commodities as well as free movement of DPIs, Globalization, however, also involves, in addition, free flow of financial capital, short term and longer term. (p.95)

Other scholars see that the beginning of globalization went back to the end of the Second World War notably since the 1950s when the scale of integration and economic relations among developed countries (particularly Europe, and North America) was significantly boosted through a series of multilateral trade liberation as this period witnessed the revival of both political and economic efforts that have been interrupted by the two world wars and the great depression.

1. 4. Causes of Globalization

Globalization is not a new phenomenon. The globe has become more interdependent for a long time. However, in recent decades, social conditions have been transformed from the rigid national boundaries into one of globality.

A variety of factors have contributed to the escalation of globalization. These factors include the improvement of transport; making the global travel easier. There has been a rapid growth in air-travel, enabling greater movement of people and goods across the globe. From 1970s there was an active adoption of the steel transport container. This

has in turn reduced the costs of inter-modal transport, making trade cheaper and more efficient.

Moreover, according to Pettinger (2017), the unprecedented and continuous technological development has made communication easier to share information around the world. The advent of the Internet in particular has allowed people to bid and provide services at lower and cheaper costs. Also, thanks to the progress of telecommunication technologies, a three minute telephone call from the USA to Britain used to cost \$ 12 in 1946, whereas today it costs as little as 48 cents. The growth of global media has given access to people to be aware and conscientious of all the events that happening in the world. In 1960s, the Canadian media theorist Marshall McLuhan coined the term “The global village” to designate the new mass media situation, where especially television, in his view, would create shared frames of reference and mutual knowledge between people across the world.

Pettinger (2017) adds that the growth of international and multinational companies with their global presence in many economies across the globe have enabled them to exploit their intellectual property efficiently in a variety of locations without losing the ability to maintain and control from the head office. The growth of global trading blocks is also considered another factor that contributed to the appearance of globalization. In fact, they have enormously reduced national barriers. This is the case of the EU, NAFTA, ASEAN .The reduction of tariff barriers encourages global trade, often this has occurred through the support of WTO. Firms are currently exploiting gains from economies to obtain increased specialization. And this is an essential feature of new trade theory.

In addition, the improvement of mobility of capital, in the past few decades has led to a general reduction in capital barriers making it easier for capital to flow between different economies; this has in turn increased the ability for firms to receive financial support. It has also increased the global interconnectedness of global financial markets.

Besides, with the increasing of mobility of labors, people are more willing to move between different countries in search for work. Global trade remittances at present play a large role in money transfers from developed countries to developing countries. As a matter of fact, the improvement of technology is undoubtedly very influential in helping globalization spreading; without technologies, such as the Internet and global communication, it would not have been possible to witness the increased interdependence of corporations and countries.

In his book *Globaloney 2.0: The crash of 2008 and the future of globalization*, Veseth (2010) argues that the defining technologies around which globalization is built and expended are:

- ✓ computerization
- ✓ miniaturization
- ✓ digitization
- ✓ satellite communication
- ✓ fiber optics
- ✓ the Internet (p.5)

He further claims that the term globalization is basically the combined result of three separate processes which are born and incubated during the Cold War before achieving a critical mass by the late 1980s. These separate processes which are selected in his research include: the democratization of technology which, according to him, is a tool that facilitates the way people communicate via different means like computers, modems, cellular phones and Internet access. Democratization of technology enables people to create their own business in any geographical area.

The second one is the democratization of finance according to Veseth (2010) “it has meant the man on the street can now participate in the most lucrative financial transaction” (p.10). While the third process is the democratization of information which enabled people to learn about others’ lives, cultures, language and lifestyles at large.

Indeed, thanks to the modern inventions such as televisions and Internet, local happenings have become rapidly global.

1.5. Types of Globalization

As previously stated, globalization is a process that aims to transform the whole world into a small village. In so doing, it helps in the rapid acceleration and the speedy flow of products, services, people, cultures, technology and money. Since the impact of globalization is felt in the different walks of life, one can refer at least to the most predominant ones. These are: political globalization, economic globalization and cultural globalization. In what follows is an account on these types with a particular emphasis on the key features and specificities of each.

1.5.1. Political Globalization

It is common knowledge that national political systems across the globe take as their first mission the leading of national governments to be more responsible for providing the security as well as the economic welfare to their citizens. The national systems also strive to ensure the protection of human rights and the environment in their countries.

However, with the coming of globalization, the political activity has become increasingly motivated and active at the international level. Globalization according to Wells, Shuey&Kiely (2001) is the major factor that plays the key controlling of the international security. They accordingly argue that while globalization can reduce the risk of war in the independent countries, it can also support the production of the most dangerous weapons as nuclear, biological and chemical weapons.

Political globalization also deals with the political integration programmes such as the EU and the intergovernmental organizations like; IMF, the World Bank and the WTO. Political systems governments within globalization in today's world seek to focus more on removing barriers for trading and promoting international commerce with the technological products as the major assistance in such operations. Globalization is, hence,

reinforcing “political liberation and international responsibility.”(Wells, Shuey & Kiely, 2011, p.51)

According to La Bella (2010), political globalization is seen as a means for the development of the relations between different countries as it is conducive to strengthening collaboration among them in assuring the security and safety of their territories. She also adds that the new inventions, modern telecommunication technologies mainly, play a significant role in facilitating the way people as well as governments interact and become more aware on what is going on outside their boundaries.

Modelski&Devezas (2007) on their side provide an alternate conception of political globalization as being a multidimensional process. More specifically, it has a large concern not only with what is economic, historical, or transformative in terms of changing planetary institutional structures. According to them, political globalization in its evolutionary terms allows the construction of a time table for global politics. This latter is meant to be a source of an agenda of highly prioritized global problems.

The effect of political globalization is therefore felt in terms of huge scale of integration and interdependence among countries and nations. Thanks to globalization, countries are becoming more and more economically and technologically interdependent. This in turn put them under a huge pressure to adopt uniform policies. These new policies are continuously transcending the sense of nationalism and protectionism. The growth of the worldwide political system has given rise to new shapes of the world’s politics represented in international non-governmental organizations and social movement organizations.

The most influential aspect within political globalization is therefore the gradual decline of the significance of the nation state and the emergence of alternate actors in the world political sphere. In this context, one can refer to the creation of the UN as the best example of political globalization. Other forms of political actions undertaken by non-governmental and social movements in different areas, not least the protection of the environment are other examples of political globalization.

1.5.2. Economic Globalization

This type of globalization refers to the so called trans-country flow of trade and money. In fact, economic globalization is the result of the economic change and transformation that marked the second half of the last century as the international markets has become increasingly open to foreign trade and investment. This has in turn helped in developing foreign direct investment which tends to accelerate the growth of the world trade, technology transfer, mobility and the rise of global companies.

According to La Bella (2010) “each country has its own businesses and these businesses often sell their products outside of their own country.”(p. 9). She also opines that the imported products from other locations and the foreign jobs unite people together irrespective of their localities. Moreover, the emergence of economic globalization has noticeably joined the economies of the developed countries with those of developing countries. To capture this idea, one can illustrate with the example of Japan-based car makers who are manufacturing auto -parts in different developing countries, shipping parts to other countries for assembling and selling the finished cars to any nation.

It is also worth noting that the globalization and the democratization of the world economy today are considered as the continuation of a certain internationalization of the economic system. A key criterion within this process is that the flourishing of a world economic system is mainly due to the contribution of the new technologies which have enormously helped in spreading products, goods, services besides allowing people to found an area of ‘a new economy’ which depends on the increasing importance of global production networks and free trade.

Moreover, the globalization of economy according to Veseth (2006) is clearly reflected in the distinctness of the worldwide markets for the production of goods and services that work under the powers of companies and markets rather than bureaucratic omission.

To further illustrate economic globalization, one can draw a comparison between the trading activities of companies before and after the advent of globalization. In the past, most companies and corporations were identified with a particular country. But, with the flow of globalization such exclusiveness has been overcome. In other words, companies are nowadays more transnational. Moreover, thanks to economic globalization,

companies are moving with easiness their products and capitals to any other market in the world that would generate benefit for them.

The impact of economic globalization can therefore be summarized in the huge international movement and mobility of money, services besides technology and information. Thanks to this growing economic integration there has been the emergence of some organizations that have contributed to the interconnectedness of world's economies. The World Trade Organization is the best example of this process. This international body has taken as its primary mission the gradual cutting down of trade barriers and has instead intensified free trade. Under such conditions together with the willingness of expanding international trade and exchange, world countries have become increasingly involved in lowering the costs of doing business, the reduction of trade barriers, and in many other cases cross-border migration.

1.5.3. Cultural Globalization

Cultural globalization according to Crane (2002) refers to “the transmission or diffusion across national borders of various forms of media and arts.”(p.1). Crane takes into consideration the most prominent side of cultural globalization which is the cultural imperialism theory. He defines it as “a kind of cultural domination by powerful nations over weaker nations.”(p3). The cultural globalization is feeding the interest of powerful countries which is affected the behaviors and believes of the westerns as America and capitalist societies toward the poor countries. Cultural globalization has created a great international exchange of ideas, behaviours, and beliefs among cultures and even a trend towards the development of single world culture.

It is common knowledge that since the twentieth century, anthropologists tended to define culture as a shared set of beliefs, customs, and values that held people together in recognizable set-identified groups. Yet, with the rise of globalization and the new technologies, culture has been subject to a deep change at different levels and in different classes.

Within the globalized era, the easy transmission of ideas and values across the globe has significantly contributed to the extension and intensity of social relations. What is more,

within such an ongoing process, there has been the emergence of what has been referred to as “common cultures” facilitated and diffused by the Internet, mass media, social networks and international mobility of people. This is the idea of Paul & Tulloch (2010) who further argue that these factors have to be added to the traditional forms of colonization that have had their impact on the formation of the cultures of many nations. In fact, colonization has a long history in spreading and carrying cultural values in many parts of the world.

According to James (2006), the essence of cultural globalization lies in the fact that globalization has enormously boosted the formation of a set of new shared norms through which people bracket together their individual and collective cultural identities. Therefore, cultural globalization has brought about ever-increasing interconnectedness among populations and cultures.

Undisputedly, culture is not static. Indeed, culture is in a constant change because the agents of culture are on the other hand on constant interaction. According to Magu (2015), this interaction can in turn have either a temporal or a permanent effect on both the originators and the targets. In the same context, it is worth adding that the cultural exchange among people is facilitated by multiple processes which throughout time have evolved from political, social, economic and historical reasons. It is within this area of thought that one has to evoke the impact of globalization on culture since this latter has unprecedentedly facilitated communication and interaction among people from the different corners of the world.

Globalization, therefore, has tremendously accelerated cultures’ interactions and has also facilitated the transmission of values and mores from one group to another. Magu (2015) accordingly states that “cultures embrace and aggregate the most critical, utilitarian elements of global cultures, especially those connected with technologically driven processes—transport and communication”. (p.633)

On this basis, the remarkable impact of cultural globalization can be succinctly summarized in the following points suggested by Salween (1991):

- a. More international cultural exchange among the world’s countries.
- b. The remarkable rise of multiculturalism and cross-cultureless.

- c. The unprecedented flow of international travelling and tourism.
- d. The rise of immigration waves both legal and illegal.
- e. The spread of local foods to other countries across the globe like pizza and Coca-Cola.
- f. The spread and development of a global telecommunications infrastructure and greater trans-border data flow as a result of the Internet and communication satellites.
- g. The spread of world fashion and brands.
- h. Formation of new set of universal values.
- i. Exchange of local goods, dresses and even language among countries.

It becomes clear then that in today's world, globalization has turned to be a very complex system of interdependence not only in the field of politics and economy but also in the social and cultural spheres. Indeed, the ever accelerated change of the lifestyles has put individuals and communities alike in front of a global reality which is hard to deny. This global reality is in essence a reality of constant interaction that in turn has been boosted by the ongoing development of information technology with invasive anthropological implications. Under such conditions and circumstances, individuals and collectivities cannot anymore continue living in isolation from the emerging global trends and identities. Therefore, because of the very multidimensional nature of globalization particularly within its high integration scale, the impact of global trends on societies has become unpredictable and beyond control.

Bringing into discussion the greater scale of globalization and its huge impact on the cultural trends of people worldwide, one has to refer to this impact on the Arab world. The Arab culture with all its traditional behaviors, beliefs and customs are radically transformed and mixed with other cultures and particularly the Western culture. Because of globalization which brought in new images of modernity, for example in the case of clothing and fashion trend of the Arab people, fashion styles which used to present the native identity of the Arabs, have started to adopt mainly the western styles and outlooks. For example; in the early 1900s, many Egyptian feminists adopted western dress and removed their veils as a sign of liberation. This fact will be dealt with in detail

in the next chapter where the focus will be on one aspect of the Arab culture (fashion trends).

1.6. The Advantages of Globalization

Globalization has achieved a lot of advantages that provide improvements for people's lifestyles. In fact, the world has witnessed and continues to witness several transformations since the coming of this phenomenon. These transformations have touched the political, economic, social and cultural aspects. Globalization has obviously benefited the world in many respects. Many scholars have exposed and examined the benefit of globalization.

Steger (2017), for example, discusses three positive qualities of globalization. The first quality according to him is the fact that "globalization involves the creation of new and the multiplication of existing social networks and activities that cut across traditional political, economic, cultural and geographical boundaries" (p. 14). This means that the globalization process has contributed to cutting down borders as it has brought people closer to each other. The level of interaction and exchange among nations have been remarkably increased and promoted.

The second quality mentioned by Steger (2017) lies in the fact that "globalization is reflected in the expansion and stretching of social relations activities and interdependencies." (p 16). This also means that in terms of social relations, globalization has facilitated contact among nations across the globe. Thanks to globalization, people come to participate in global happenings via activities that join them together regardless their locations and backgrounds. Global citizenship is the most adequate term that summarizes the intensification and involvement of people in social exchange globally.

The third quality, according to Steger, refers to the fact that the globalization process has not affected the objective and material side only, but it also has also involved the subjective level of human understanding. It increasingly expanded inside the human being to transform him into a new individual with new collective identities that resulted from the intensified relations between the individual and the globe.

Moreover, globalization has other advantages as it seeks to put an end to the traditional boundaries and instead it intends to open and increase the flow of products and services .This creates a kind of active interaction between people and improves the life standards.

Globalization also enriches the economies via international transactions. It also aims to make the economic growth of countries occur in world scales instead of local economies. In addition, globalization works on funding a wide range of social programmes that have the very potential to reduce poverty and other related social problems over time. On this global orientation of economy and finance and its advantages, Manolika and Roman (2012) write that

International marketing requires professionals with a vision that goes beyond the one developed on the domestic market. We need both a global managerial vision and employees with an attitude favourable to wide actions. Managers and marketing specialists must be innovative, open to new, assimilating new knowledge and inedited solutions and versatile enough to successfully solve problems that occur in macro environment conditions or in a variable and dynamic market.(p.750)

The arguments in favour of globalization have also been a subject of a proliferated literature.Weidenbaum & Batterson, (2001) andCollins (2017) introduce the flowing advantages of globalization:

➤ **The Increase in employment opportunities:** globalization has added a new and strong impetus to international business. Giant international companies and firms are nowadays spread in the different corners of the globe, making business in almost every trend of commerce. These activities have been beneficial in supplying job opportunities for people without moving to other distant locations.For example, many global corporations such as Microsoft, Google and Toyota have their own offices in India, and this opens the way for Indians to work in their country for these companies.

➤ **Quality Education:** The globalization process has allowed people seeking better educational standards to meet this goal .Because of the aspect of mobility and free travel, people move from their countries to developed countries like; the UK and USA

,for example, to pursue higher education. This in turn has resulted in an integration of cultures as well.

➤ **The spread of free trade:** Unlike the pervious times, within the globalized age, the world economy has become more independent and liberal. The escalated waves of mobility have encouraged business men to base their investments in the developing countries. Though much has to be said in this context, in the sense that developed countries tend to benefit more from this accessibility of opening businesses in the developing countries, it cannot be denied that these latter have also gained benefit from the foreign businesses.

➤ **The high quality of goods and services:** Because of the great scale of competitiveness among international companies, there has been a remarkable improvement in the quality of goods and services in the different fields. The international companies are now providing the best grade of various products and services to their consumers and giving hem the chance to select the products that best suit their needs. Furthermore, any person from any part of the world can wear clothes manufactured in distant countries and that might well carry specific and distinct culture.

➤ **The reduction in price of goods and services:** The market prices are continuously falling down because of the competition between the manufacturers who try to control the markets by price their products competitively in order to remain in the market. This overfills the interest of the consumer to have better products with cheaper prices.

➤ **The Faster flow of information:** Thanks to the new technologies particularly the Internet and satellite telecommunication, people are given access to information instantly and at lower costs. People can also share immediate events and information happening anywhere in the world. This means that connections and cooperation to exchange information are set at a very fast rate. Local happenings thanks to mass-media and social networks are becoming global in short time.

➤ **Eradication of cultural barriers:** People nowadays are granted the opportunity to travel to different destinations and visit other countries. This mobility decreases the cultural barriers among nations. The cultural contact and interaction among people encourage them to embrace new thoughts and ideologies. Moreover, the reduction of

the cultural barriers tends to boost the sense of accepting differences and distinctiveness. This openness is beneficial in rooting out sources of conflicts and wars and building instead bridges of peace and coexistence. The cultural exchange is therefore seen as reinforcing aspects of tolerance and understanding among people from different backgrounds.

1.7. Disadvantages of Globalization

It is true that the world has witnessed various transformations since the advent of the globalization process, and it is also true that globalization has generated several advantages, but it has also brought a lot of disadvantages that impacted the world negatively. Therefore, an attempt is made to show the other side of globalization, more precisely the negative side that affects basically the middle and the lower classes of citizens. In a general comment on the disadvantages of globalization, Calitoiu (2011) says that “While globalization is seen as a sign of a hopeful future by some, there are others who believe that it can cause tremendous disaster for the world.” (p.174)

Duncan (2018) identifies some drawbacks of globalization. According to him, globalization is the first cause for the loss of many jobs around the world especially for those of middle classes and middle skilled jobs such as managers, builders...etc. Another category that globalization affects is the handicrafts jobs because of the large spread of factories. In addition to this, within globalization, the international corporations seek to increase their earnings by moving their production facilities from one place to another in search of cheaper labours.

Many multinational companies are involved in causing social injustice by exploiting labours in poor working conditions particularly in undeveloped countries and these unhealthy and unfair working conditions will lead to health hazards and unsafe working practices. Moreover, the big companies have also been accused of exploiting children.

Another negative aspect of globalization is the noticeable international inequality existing between the wealthy and poor nations. Many activists strongly believe that globalization has significantly increased disparity among the rich and the poor. This directly results in the fact that globalization serves only the rich while the poor have to live with its disadvantages. In fact, many powerful multinational corporations earn the

right to interfere in political decisions and activities in some developing countries. Thus, globalization is likely to destabilize the safety of these countries.

AbouGazleh (2001) gives an insightful description of the negative aspects of globalization as follows:

- ✓ **Culturally**, globalization threatens the existence of many local languages in many parts of the world. Indeed, many local languages and varieties are expected to disappear completely. Their use is being significantly reduced because strong nations like the US and the UK are imposing their languages on less developed nations.

Moreover, because of the hegemony of such powerful nations assisted by the mastery of information technologies, many cultures across the globe are in danger of disappearance. The widespread of the American “Pop-culture” is the best example in this respect. In terms of religion, globalization is affecting and challenging the religious systems in many countries as it tends to spread more secular systems that drive people away from their religious backgrounds.

Globalization makes the traditional boundaries less restrictive which reduces the expansion of cultural diversity. People from different locations start ignoring their culture, ethnicity and family heritage. The global world is becoming less appreciated than before. The new generation almost does not get interest in their original culture. They prefer others like the western stories such as vampires, witches and so on. Globalization causes cultural exchanges between several nations and makes them more tie together which lead to overshadowing of one culture by another.

In the view of Calitoiu (2011) the biggest challenge is therefore to understand this unprecedented human interconnectedness and to manage to spur and promote cooperation rather than competitiveness among nations to cultivate diversity and hence serve humanity. Indeed, thanks to the spread of technology, cultural barriers have been

swept away. Yet, the widespread of the Western values, norms and cultures constitute a danger as they increasingly seek to promote the Western logic and idealism of capitalism and imperialism. In such a critical situation, local cultures, not least the Arab culture have become vulnerable to change and alteration.

✓ **Politically**, as mentioned earlier, globalization has deeply widened the gap between developed countries and developing countries. Because of the uncomfortable states of their economies, developing countries found themselves under the pressure of the strong nations. The powerful nations tend to interfere in the local political affairs of developing countries and influence their political tendencies and orientations. Moreover, it is worth noting that the rise of the US as the most powerful nation in the world has given her the hegemony to impose her political tendencies and agendas. Within such circumstances, the international interactions have turned to be based on power and interest.

In the same respect, Mehta (2016) argues globalization is leading to New forms of colonialism within which the powerful nations try to invade the structural institutions of the powerless nations by controlling them under the name of globalization. At many levels, terrorism is another issue that the globalised world is facing and suffering from, particularly in the developing countries. As stated above, the developed nations tend to interfere in the affairs and political decisions of other countries for the sake of serving their interests and creating a kind of rebellion acts which may become terrorist forces. Social media have also been intensively used as an instrument that helped in terrorist activities as it facilitate the contacts between those groups in spreading fear, danger and instability in the world.

✓ **Economically**, despite the fact that globalization has had a significant impact on both national and global economies. It cannot be denied that globalization has given rise to huge industries and that many countries have benefited from this great economic ascend, but the norms governing economic transactions at the international level have remarkably favored the interest of the powerful nations. The consequence of this is the

decline of many national economies. The implementation of the principles of the free and global market intended to settle economic relations among countries on the basis of equal interest, but in reality this was not fully achieved.

✓ **Environmentally**, globalization has generated environmental degradation. The ever increasing rate of the free trade and the activities of the multinationals factories all over the world have engendered different dangerous gases that contaminated the atmosphere and caused serious harm to human health.

According to the UNESCO Great industrial countries manufacture different products. This resulted in no less than 200.000 deaths each year because of pollution and smokes emitted to the air by factories. Indeed, the technological advances have brought all types of pollution (air, soil and water). Thus, the globe's waters are slowly acidified. This environmental issues caused by the industrial activities promoted by globalization should be taken into consideration otherwise it would lead to a disastrous environmental situation.

1.8. Conclusion

The present chapter has been devoted to the buzz term “globalization». An Endeavour has been therefore made to trace back the origin of this process and its implications in the different domains with a particular focus on the world politics, economy and culture. Globalization, as it has been highlighted throughout this chapter, denotes the continuous interdependence of the world's political systems, economies, and also cultures and traditions .Within the ongoing process of globalization people across the globe have been brought closer to each other through cross-border trade in goods and services, technology, and the increasing flow of investments and information. Globalization is not a new phenomenon because countries have for long been involved in building ties of partnership particularly in the field of economy. However, the term has gained ground and popularity since the end of the Cold War in the 1990s, a period that witnessed new forms of integration and cooperative arrangements which in turn have had their influence on the modern everyday life. Because of the impact of globalization on the different walks of life is strongly felt in many corners of the world, the next chapter will be devoted to the impact of globalization on the Arab fashion trends.

chapter two

Arab Fashion Under the Impact of Globalization

2.1. Introduction

This second chapter will be devoted to the main issue of the present research work as it will cast light on the impact of globalization on the Arab fashion trends. This will be an illustrative ground to spot both the advantages and disadvantages of the globalization process and its implications on the fashion trends in the Arab world. Therefore, an attempt will be made to introduce fashion trends in general terms to have an ample idea on this field. The next point will be the evolution of fashion and clothing trends in the Arab societies focusing on the specificities of Arab dress. This will help note the change that occurred on the design of dressings in Arab countries. The last point is to show the impact of globalization on the evolution and development of Arab fashion trends. The objective is to show the impact of Westernization and modernization brought by globalization on the fashion trends in the Arab world.

2.2. Definition of Fashion Trends

Before giving a definition to fashion trends, it seems important to define the word trend first. The dictionary definition suggests the very basic idea that a trend is a general direction in which something is developing and changing. From Old English “trendan” which means to revolve and rotate. The word is of Germanic origin that carries the sense of turning in a specified direction. Hence, the words trend and tendency seem to be in a cumulative relationship to express the idea of inclination and propensity. In this context, Campos and Wolf (2018) accordingly write:

A trend (in the general sense of the word) is the predisposed inclination towards something, someone or some situation likely to happen in the near future. Having a final attractive force, the general idea of a trend is something that tends to reach this otherness, and therefore, the idea of a trend presents a sense of finitude; i.e., a situation that will be achieved; and futurology; i.e., suggesting that the situation will happen in the future. (p.38)

However, in the context of consumption, a trend is seen by Raymond (2010) as “the direction that something (and that something can be anything) tends to move and has a consequential impact on culture, society and business sector through which it moves” (p.10)

The term fashion is commonly used to refer to the popular aesthetic expression in the field of clothing, lifestyle and accessories in general terms and this is the focus of the present research. But, despite the fact that fashion and clothing are all too often used together, it is enlightening to add the fact that fashion is not restricted to clothing and costume. Fashion describes the whole social and temporal system which activates and drives dress at a particular point of time in a given community. Fashion is apparent to everyone in society; it hits the individual's eyes in the street. Fashion is an art that targets to produce beauty. (Laver, 1967)

When it comes to the relationship between fashion and trend and the combination of the two terms, it is enlightening to say that the world of fashion talks a lot about trends. This is simply due to the fact that the former serves the axis of the latter on which it rotates. In other words, the world of fashion is bound to trends and their development (Raymond, 2010). In today's world, people and youth in particular who are always tied with fashion and fashion trends, strive to interpret fashion trends and therefore adopting a clothing style for instance that would help them reflect their own traits

On the other hand and according to Mendes, Broega&Sant'Anna, (2016), fashion trends carry ideological meanings because they tend to outlook a type of a visual culture and a style of clothing and dressing which represents the consumer's identity in a given environment. Therefore, seen from a social perspective, fashion trends serve an efficient medium of portraying the socio-cultural models existing in a specific society. They help people express who and what they are. In this respect, they come to express the individual's distinctive identity in terms of life styles choices, preferences and attitudes. Admittedly, life styles choices are venerable to change and alteration throughout time reflecting in a way or another prevailing social values, mores and expectations.

In commenting on the ideological impact of fashion trends on societies, Simmel (1957) thinks that fashion trends are forms of imitation and so of social equalization. Yet, because of their instant change they tend to have the power differentiate one period of time from the other and so they do in separating one social stratum from another.

2.3.Global Fashion Industry Today

Undisputedly, fashion industry today is considered as one of the world's most significant innovative and creative ventures, particularly in developing countries. Social scholars have long ago regarded style as a window upon social class and social change as well. They have concentrated on fashion and design as being emblematic for social standards. Moreover, fashion has equally been believed to exemplify delegate qualities of innovation, and even of culture itself. Nowadays, everybody unavoidably takes an interest in fashion in a way or another (Burns, Mullet& Bryant, 2011)

The style business affects people's present reality. Being one of the greatest businesses, it does not shock anyone that 1 out of 6 individual's alive today work in some piece of the world's style industry, where we have insatiability and power on one side, dread and destitution on the opposite side. As a customer we impart who we seem to be, to a certain reach out, through the garments we are wearing. The garments are our picked skin, our own correspondence.

Each new style season reevaluates design, and new patterns are conceived. This likewise implies the garments from last season will be tossed out. We purchase 400% more garments than only two decades back. The expansion in utilization has its results. We went from considering garments to be an item we use to an item we go through, similar to tissue or cigarettes. The normal American discards 37 kg of material waste every year. The greater part of the waste is non-biodegradable, which means it sits in landfills for a long time or more, while discharging unsafe gasses into the air (Weber, 2019).

This is a thoughtless generation, and an unending utilization. All structure and creation ought to be done in a manner that isn't as destructive to the planet. USA created 95% of their garments in the 1960's. Today it is just 3%. The rest have been re-appropriated to creating nations, which make it significantly less expensive to deliver. Another model known as quick design arised when the American started re-appropriating their generation. This has at last changed how the garments are purchased and sold. Rather than 2 seasons per year, we for all intents and purposes have 52 seasons every year

Moreover, according to Steele (2005), fashion does not only impact dress but rather it transcends this to be part of our day by day life. In general terms, fashion patterns have

become a tool of the political, social improvements around us. Fashion indeed has become a significant piece of expression as well as a means of boosting economy. The creation of style and products by fashion- makers have become new trends of advertizing and advancement.

On the other hand, Karaosman (2016) argues that “fashion supply chains are globally dispersed and tremendously labor intensive, but many enhancements are still needed to prevent systematic exploitation, to deploy health and safety measures and to improve working conditions in the production countries.”(p.16)

These dimensions comprise many separate however reliant aspects, which are all dedicated to the objective of fulfilling the consumers’ interest and preferences. The worldwide style clothing industry is a standout amongst the most significant areas of the economy as far as venture, income, and exchange and work age everywhere throughout the world. In addition to, the business of fashion is a fundamental day by day asset for design creatives, administrators and business visionaries. Fashion business is fairly an exceptionally delicate industry towards change in society, politics and economy.

Fashion and style advertising on the other hand depends on the recognizable proof of market patterns which are utilized to dissect, create and arrange related showcasing systems and limited time exercises for design items. This whole industry entails the use of a scope of systems and a business reasoning that focuses upon the client and potential client of apparel and related items (Gockeln, 2014).

Basically style showcasing is made out of components of style planning and promoting the executives which are joined together to build up a far reaching advertising plan for design items. This showcasing procedure and the related arrangement are made out of various errands with respect to the components of advancements, promoting, retailing, marking, offshoot advertising, and circulation. So as to be fruitful style advertisers must be future arranged with gauge data about the market.

The design business requests that so as to have a compelling style promoting system, companies need to comprehend and recognize their clients, the patterns in the style business just as how the marking and the showcasing of their items impacts the buy conduct of the customers.

Advertising and publicity in the fashion business is regularly troublesome as the business may exceptionally become unstable with steady changes occurring in its outside just as inward conditions. Accordingly the methodologies taken towards style promoting must be balanced and patched up so as to viably focus on the most recent and future patterns. A heap of elements characterize the design retail advertise, in particular the associations among style organizations and the communication between design organizations and the purchaser.

Yet, with the consistently changing patterns and design, individuals need to continually purchase and expend new merchandise and ventures to remain in style. The successive recharging of design in our free enterprise society makes it a powerful promoting procedure as the consistent refreshing of 'patterns' and the human want to fit in keeps the style business alive. Čiarnienė, & Vienažindienė (2014) argue that

Contemporary fashion industry is very global and dynamic. The importance of time as a competitive weapon has been recognised for some time. The ability to be able to meet the demands of customers for ever-shorter delivery times and to ensure that supply can be synchronised to meet the peaks and troughs of demand.(p.64)

The fashion business is a result of the cutting edge age. Before the mid-nineteenth century, most attire was specially designed. It was carefully assembled for people, either as home generation or on request from dressmakers and tailors.

By the start of the twentieth century—with the ascent of new advancements, for example, the sewing machine, the ascent of worldwide free enterprise and the improvement of the plant arrangement of generation, and the expansion of retail outlets, for example, retail establishments—apparel had progressively come to be mass-delivered in standard sizes and sold at fixed costs. In spite of the fact that the style business grew first in Europe and America, today it is a universal and profoundly globalized industry, with attire regularly structured in one nation, made in another, and sold around the world.

For instance, an American design organization may source texture in China and have the garments made in Vietnam, completed in Italy, and delivered to a stockroom in the United States for appropriation to retail outlets universally. The design business has for some time been one of the biggest managers in the United States, and it remains so in the

21st century. By any measure, the industry represents a huge offer of world financial yield. There is no uncertainty in the significance of style as an industry branch. The measure of cash it produces and the quantity of individuals it utilizes makes it an extremely critical zone in the realm of financial matters. .

2.4. Arab Fashion and Clothing Trends: A Historical Review

As stated earlier within the present work fashion trends will be particularly directed to and centered on the clothing and dress patterns in the Arab world. Therefore, it is important to give a historical review on the development of fashion and cloth patterns in the Arab societies to shed light on the evolution of fashion and dressing.

In this context, Jirousek (2004) gives an insightful description of the different steps that dressing has gone through in the Arab world. She first argues that dressing in the Arab and Muslim world has been for long symbolizing purity, simplicity, conservativeness and modesty.

She adds that people in the Arab societies have been traditionally attached to dress modestly and women in particular have always been cautious in wearing garments that do not reveal their bodies' extremities. This tradition is mainly referred to the impact of the predominant religion in Arab societies, i.e. Islam.

Dressing patterns and styles in the Arab world can be seen from northern Syria to North Africa. Basically, dress in these regions for both sexes (male /female) were based on simple "tunic" pulled on over the head. The earliest style of Arab dress known as (*izār*), has survived as a garment for *ihram* worn by Muslim pilgrims. On the other hand, the *thawb* is a dress that suited desert heat and used to provide protection from the both the sun and ventilation.

The *jallāba* or *abāa*; a hooded *burnus* was also a commonly worn dress by men .For Men's head coverings there was a "turban". This latter was the most popular among Muslim as a headgear. Women's clothing was almost based on the same basic garment styles, but in different color, decoration, fabric and other related accessories.

The Turkish forms of dress were significantly influential throughout the Arab world. As commonly known, by the 16th century the Ottoman Turkish Empire occupied most of the

lands surrounding the Eastern Mediterranean. The traditional Turkish dress for both men or women basically involved loose trousers in Turkish “*şalvar*” and a shirt “*gömlek*” usually topped by jackets “*cebken*”, vests “*yelek*”, and also with long coats “*kaftan*”.

The Ottoman Turkish headgear consisted of a brimless hat / cap of various sizes and forms that used to indicate official and social status, gender, and the regional identity. The long presence and ruling of the Ottomans throughout much of the Arab lands resulted in some kinds of blending of garment forms, especially in northern Arab regions adjacent to Anatolia, urban Arab centers of the Eastern Mediterranean and North Africa. In these regions, the adoption of buttoned vests and jackets made of silk and wool decorated with embroidery, in addition to the typically loose fitting trousers *sirwāl* are but evidence of such borrowings in Arab dressing styles.

It is important to add the fact that modesty in dress was highly enjoined in Arab and Muslim regions among both men and women. In addition to this, the Islamic doctrine has given some specific directives relating to dressing and which have been applied quite differently in different times and places. This can be shown in the case of headcovering or veiling (*hijab*) for women. However, and as stated earlier this might differ according to regions. For instance, in Saudi Arabia all women are required to veil, though the forms and styles of veiling may vary. In other Arab societies veils is rather seen as a matter of choice. (Stillman,2000)

The specificities of dress patterns and styles in the Arab world have been used to manage distinctions of rank, gender, region and even religion. Under Ottoman law, for instance, the dressings of the different religious communities were bound to a set of specific colours and forms of headgear, shoes...etc. Coats in particular were considered as an important aspect of ceremonies throughout the Arab Muslim societies. The celebrations of religious feasts, installation of officials have always entailed the wearing of ceremonial robes and other textile gifts.

Moreover, dressing in luxurious materials like silk and gold thread was commonly restricted, although such restrictions were not always respected. This is again was

inspired from religious teachings because the wearing of silk particularly next to the skin was widely considered as an impious luxury for good and righteous Muslims. (Jirousek, 2004)

With the early beginning of the 19th century, Arab fashion and clothing trends started to witness westernization. With the modernization of political, military and educational institutions and systems, the change in fashion trends was concretely felt. In addition to this, the emergence and the flourishing of the modern textile industries in many parts of Arab countries has led to the gradual disappearance of the costly handmade textiles that were for long used in making traditional dressings and clothes.

2.5. Impact of Globalization on Arab Fashion Trends

Before dealing with the impact of globalization on Arab fashion trends, it is important to point to the impact of globalization on the Arabic culture as a whole. This is because fashion and clothing styles and modes are only part of culture. Apart from the benefits gained from globalization in the Arab World in the different fields, globalization has also had a negative effect on the cultural heritage of the Arabs, in the sense that the conventional art, language and literature, food and dressing modes have been gradually replaced by some Western cultural attributes.

2.5.1. Negative Impact

In what follows is a summary of some arguments that can be advanced as being the side effect of globalization on Arab fashion trends.

2.5.1.1.A Tendency towards Westernization:

The negative effect of globalization on Arab fashion and clothing style is felt in many aspects. In general, and as it has been mentioned so far that one of the most apparent features of Arab dressing modes is that such modes have always reflected modesty and restrictiveness. However, with the advent of globalization such dressing modes have been gradually replaced by the imported western dressing forms and in many Arab countries these traditional and original ethnic dress ups have been kept for old and aged people.

According to Najjar (2005), the impact of globalization on Arab youth in particular is strongly felt in dressing modes. Many of them have become strongly attached to Western dresses like Jeans and T-shirts. This shift in the dressing patterns is the result of the great exposure of the Arab youth to the Western culture.

This in turn has posed a significant impact on the original Arabic cultural norms and ethnic values and beliefs. Globalization has led to the remarkable and undeniable dominance of the Western cultures over the Arab dressing modes, and this is sometimes seen as a threat to the Arab identity. Commenting on this issue of preserving the Arab identity in the midst of globalization, Najjar (2005) writes that “the twenty-first century presents the Arab-Muslim world with a challenge that may determine its future for generations. The Arabs are quite concerned about maintaining their cultural identity and their independence in the face of the West’s superiority and its pervading globalization.”(p.91)

To further show the impact of global trends on the Arab fashion and clothing styles one has to give an instance of one of the most traditional dress in the Arab world: ‘The Abaya’. Indeed, because of the impact of the Western trends of fashion the ‘abaya’ today is no longer reflecting the restrictiveness of Arabs. In comparison with the simple style of the olden days in Arab societies, the design of the women’s ‘abaya’ today tends to reveal the woman’s body much more than the way women used to dress in the past. The traditional Arab dresses involved many layers of clothing that served well to cover the body’s curves and hence making them less noticeable.

Moreover, the paintings on Arab styles of clothing today are also worth being dealt with. Some Arab made clothes for both men and women now are involving some kinds of sexual images.

Fashion trends in the Arab world are no longer designed to meet the primary needs of people. Quite similar to the Western logic, the essence of clothing is no longer restricted to keeping people safe and warm. Under the Western cultural trends and ideologies brought by globalization, the dress now has been transformed to be a means of self-expression. This is the reason why some Arab fashion trends have been involved in designing clothes carrying slogans and mottos, and many of these are Western in origin.

2.5.1.2.Foreign Material Providers

Most of Arab Fashion trends are made of materials that are produced outside the Arab world. Moreover, many Arab dresses are entirely designed and manufactured in foreign countries. This is particularly the case of China which is nowadays assuring fifty five percent (55%) of the world's textile production. At present, more than 60 percent of world clothing exports are manufactured in developing countries. Asia is the major world supplier today, producing more than 32 percent of the world's clothing exports.(Xu,2010)

Given the fact that China's reform and opening-up policy in the 1980s has remarkably been oriented towards the development of economy, China has abandoned the previously established political rule of drawing a cut line with countries with different social systems or ideologies. China therefore has instead strived to promote and increase its relations particularly the economic ones with all countries. As a result of such policy, the Sino-Arab relations have witnessed a new era of cooperation. In the 1980s, many Arab countries such as, Qatar, UAE, Palestine and Bahrain built diplomatic relations with China, followed later by Saudi Arabia in 1990. Commenting on the policy of China and its collaboration with Africa and the Arab World ,Contessi (2009) writes that

Consistently, China has opted for multilateralism to manage cooperation with African and Arab countries, establishing the Forum on China-Africa Cooperation, and the Sino-Arab Cooperation Forum. Multilateralism has also been described as China's chosen balancing tool in the post- 2001 world.(p.404)

Such political ties have in turn boosted the economic relations between China and Arab Countries. It is important to point to the fact that in 2005 Arab countries have become China's eighth largest trading partners and seventh largest export market (Yao, 2007).With regards to Arab and Islamic clothes manufacturing, China has lately become a giant exporters of such garments to the Arab world and because of some competitive and price consideration the quality of many Arab dress made in China is not in compliance with the international standards ,and thus, many of these garments are of low quality.

2.5.1.3.Foreign Providers of Creativity

According to Benetti (2016), within the era of a globalised world, the countries that are nowadays considered as providers of creativity are directly related to the resources on the fashion industry. They are considered so simply because they have a long history in the field of fashion design and conception.

Prior to the globalization process, the conception and the production of a given fashion product used to be done in the same place. However, at present, the design might well be made in a country and the manufacturing is to be done in another country.

Within the flow of globalization and the huge exchange in trade and commerce, it has become quite difficult to classify and distinguish the source of the design. One possible reason for this is the migration of designers. In fact, designers whom they were born in a given country and have their own countries' cultural background may move to another country and study different concepts of fashion ending up with a complete globalized and mixed design results. This might be true for many Arab fashion garments that are designed outside the Arab World .The main countries that provide creativity are France, Italy, England and the United States.

2.5.2.Positive Impact

The following area in this present research is to highlight some positive aspects of globalization on Arab fashion. The idea is to show that Arab fashion has benefited from the newly emerged global trends in fashion.

2.5.2.1. Modernization

Nowdays, the Arab talent is on the rise in the eyes of the global market and in the world of fashion, some of them are taking the planet by storm. Most of such fabulous fashion designers are Arab women whom are literally forerunning waves on the international level. They are breaking old and conventional stereotypes and therefore empowering Arab women in particular. In fact, with the accelerated flow of globalization over the recent decades, the rise and spread of a modern Arab fashion has come to mirror the effect of globalization in modernizing fashion trends. (Al-Qasimi, 2010).

It is important to add the fact that fashion and clothing in Arab countries have marked and represented an evolution of historical and political change and a mixture of influences that has enriched and modernized its diverse cultures and produced a custom of dress both progressive and yet true to its traditional design identities. Although distinct fashions can be traced back to particular regions, the overall effect is a vast collection of clothing traditions adapted and adjusted to new social orders, local climates, and activities. These geographical and cultural variations reflect a complex set of relations between historical change and clothing practices as markers of changing identity over time, including differences relating to gender, age, wealth, and religious status.(Benetti, 2016)

The Arab fashion is constantly witnessing the emergence of new trends. Like western fashion, the Arab fashion is in a revolutionary wave that not only gets rid of the old but brings in the fresh new thing. Celebrities, stylist, weather, and even technology influence these trends. Overall, just about anything can influence a trend to start. And the change of clothing will result from it. Beyond this, the clothing and fashions in the Arab world communicate a set of social and political relations that are connected with notions of gender and class, as well as with the cultural construction of identity and the “modern” nation.

2.5.2.2. Internationalization

Globalization has not only changed the face of Arab fashion brands, but also the way they are bought and sold thanks to the Internet. Originally, traditional Arab clothes were ordered from local seamstresses or bought into local souks (markets) and malls. In larger cities, women, in particular, had a wider selection of sources, while others had to travel greater distances for different brands. Yet, thanks to new emerging technologies, particularly the Internet, women in the Arab countries now can order their clothes around the world. Many Arab fashion designers today make use of the Internet to spread their designs and access a global clientele (Al-Jenaibi, 2011).

Top designers, such as Effa, Sweety, and DAS have mindfully cultivated websites where potential buyers can see pre-made designs and request bespoke pieces. The Arab designer of Abaya Badr al-Budoor of Abaya Couture in the United Arab Emirates for example has

found that the Internet has assisted her in targeting international customers. Moreover, some of the aforementioned designers, namely Effa and Sweety, have contracted with the famous site : 3Abaya.com. This site brings together wares from top designers around the Arab World and ships worldwide, allowing the designers to sell their goods to a wider audience, and buyers to procure clothes from multiple designers in one easy source. (Bin Nafisdah,2015)

The Internet has come to the rescue, allowing global access for customers and higher profits for designers. Websites have opened a new frontier for these entrepreneurs and a new buying experience for their customers, but the changes Arab clothes sales do not end with the Internet. Other designers use new technologies, but integrate unique live experiences beyond physical storefronts. Similar to top fashion houses in Europe and America, many Gulf designers display their wares in the twice-yearly Dubai Fashion Week, held in the Spring and in the Fall.

Dubai Fashion Week intentionally models on pre-built up Western ideal models for design deals. Different gatherings incorporate some Western strategic approaches into their occasions. The Qatar Tourism Authority supports the semiannual HYA(she in English).Abaya Exhibition, which brings lesser known architects from all through the Gulf to the capital city of Doha for a long end of the week in summer and tumble to pitch their products to well off purchasers gathered from all through the Arab Gulf States. The display was especially intriguing for instance of a globalization, since like the abaya, it was a blend of both worldwide and conventional culture. The occasion demonstrated the impact of globalization in its language, universal nature, and utilization of new correspondence innovations, yet the presentation itself felt much like a conventional souk or bazaar. (Bin Nafisah,2015)

2.5.2.2.1.Arab Fashion beyond the Arab World

As mentioned earlier with the advent of globalization, Arab fashion particularly female brands have grown popular particularly among Muslims in the Western World (Sobh, Belk &Gressel, 2014).

The abaya for instance now in Europe and America is bought both in Islamic clothing stores as well as in other conventional clothing stores. According to Bin Nafisah(2015),

the Islamic clothing stores in the United States for instance are packed with Islam-related goods, including religious books and CDs .Many of these clothing are imported from the Middle –East countries and their prices are relatively expensive. Such Arab and Islamic clothes usually serve the Islamic prescripts for modesty for both younger and older women in Western communities. However; many young women have rejected the less flattering clothes and opted for new modern designs.

Moreover, many Arab and Muslim young women in Europe and America have turned to be “Hijabistas” evoking both their own passion for the latest modes of fashion besides their attachment to their Islamic faith. Like their counterparts in the Arab countries, such Hijabistas have become quite prepared to take Arab clothes brands to advanced levels of fashion, adapting them to their life styles and tastes while keeping their modest intent.This has in turn given rise to a new type of fashion blogging known as “Hijabistas fashion cravings.

The hijabistas in the Western World have created their own trend in the abaya for instance. Rather than concentrating only solely on the abaya as the source of outer style, hijabistas tend to mix their it with traditionally Western-style clothes such as blazers or denim jackets to create a cosmopolitan look that reflects their own mixed cultural heritage. (Bin Nafisah,2015)

Emerging Arab fashion designers today such as INAYAH design house which is based in Great Britain, or small producers selling in online markets like e Bay and other online stores, like the UK-based aab, are providing everything from abayas and hijabs to full-length cardigans and maxi skirts to suit the tastes of their hijabista buyers, who often are comfortable in a wide range of modest clothing.

Fatimah Fardan is an Emirati fashioner was the first from the UAE to feature her collections at the New York Fashion Week in 2015. Proprietor and imaginative chief of her own prepared to-wear style line. Fatemah Fardan’s fashions propelled in 2014, this cutting edge creator is pioneering a trail for global Arab design for ladies. This alumni from the Regent University in London is up to some fascinating things and we can hardly wait to see she has coming up for what's to come.

2.6. Conclusion

The chapter has outlined the major points related to the fashion trends and industry in a globalized era. In so doing, it has cast light on the specificities of global fashion today. The chapter has always the sensitiveness and the contribution of fashion industries in the economies of countries, particularly those of developed countries. The focus of the chapter has also been directed to the evolution of Arab fashion throughout some important historical periods in a way to show the specificities of Arab trends and to bring into light the role of the Arabic culture in the design of fashion. This has also been carried out to measure the impact of globalization with its modernizing waves on the Arab fashion trends. At this very significant stage of the present research, an attempt has been made to spot both the negative as well as the positive impact of global trends on the Arab fashion.

General conclusion

General Conclusion

The process of globalization has transformed the international community as a single village. In its very essence, this process is driven by international trade and investments that have allowed people, countries and economies to come closer to each other. Moreover, globalization has been aided by the improvements in infrastructure and information technologies. The impact of globalization has been and continues to be felt in almost every domain including politics, economy, environment and culture as well. The present dissertation has sought to give an ample view on this process, tracing back its early beginning and origins. It has also strived to deal with the major causes that evoked the high levels of integration the world is witnessing. The major point was to point to the fact that globalization has significantly affected people's life at the various levels.

As stated above, within globalization there has been a remarkable socio-economic flow that has transformed the world into a global village and that the traditional geographical barriers have been transcended and removed. It is also important to add that the emerging global trends and ideologies have impacted both the developed nations and the developing ones. However, the developing countries tend to face enormous difficulties and extreme challenges to adapt their political, economic and cultural norms with these newly emerged trends.

Within this vein of thought, the present study has focused on the impact of globalization on one important cultural element in Arab societies, i.e. fashion trends.

Within this specific area of research, an attempt was made to trace back the history of fashion in the Arab world to first spot its specificities that are strongly intertwined with the Arab culture. After highlighting the genuine characteristics of Arab fashion, the study has evoked the impact of globalization with its emerging global fashion trends on those in the Arab region. In fact, the fashion industry nowadays is considered as one of the world's most significant innovative and creative ventures. Social scholars have long ago regarded style as a window upon social class and social change as well. They have concentrated on fashion and design as being emblematic for social standards. Moreover, fashion has equally been believed to exemplify delegate qualities of innovation, and even

of culture itself. On this basis, an attempt was made to gauge the impact of global trends on the Arab fashion. The analysis of this area of research has concluded that this impact is two-fold : positive and negative. The positive impact on the one hand lies in the modernity and the popularity of Arab fashion trends that have reached an international and prestigious status. Arab fashion designers today are forerunning waves on the international level. They are breaking old and conventional stereotypes and therefore empowering the Arab fashion industry. The accelerated flow of globalization over the recent decades has given rise to a modern Arab fashion that was able to impose itself on the international level.

However, globalization has also negatively impacted the Arab fashion trends. This could be particularly seen in the noticeable change of the Arab dressing modes which have been gradually replaced by the imported western dressing forms and in many Arab countries these traditional and original ethnic dress ups have been kept for old and aged people only. Another drawback of globalization is the fact that despite the advances and modernity of the Arab fashion industry, this latter is still somehow dependent on the foreign sources of manufacturing and creativity.

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