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The Impact of Saudi National Day and Its Slogans on Saudi Fashion

Hend Saleh Abdulghaffar

Textile, Taif University, Al Taif Dr.abdulgaffar@gmail.com, 0009-0009-1806-6327

Abstract

This study aimed to investigate how Saudi fashion designers incorporate Saudi National Day slogans into their fashion designs and to analyze the impact of this practice on Saudi fashion. To achieve these objectives, the study adopted a descriptive-analytical approach to describe and analyze the relationship between Saudi National Day slogans and their influence on Saudi fashion design.

The study sample consisted of 15 Saudi fashion designs that incorporated Saudi National Day slogans and symbols during the period from 2019 to 2024. The sample was selected using purposive (non-random) sampling, given the nature of the research topic, which required specific characteristics to be present in the selected designs. The researcher developed a structured analysis tool to examine the selected fashion designs. This tool covered several analytical dimensions through which the general trends in incorporating national slogans into fashion were identified. It also facilitated an assessment of the influence of these slogans on creativity in Saudi fashion design and the extent to which the designs expressed national identity within a contemporary context.

The study yielded several findings, the most important of which was that incorporating Saudi National Day symbols and slogans into Saudi fashion designs involves an approach that combines modernity and authenticity, blending contemporary and traditional elements. This approach adds aesthetic, artistic, and national dimensions to Saudi fashion designs. Furthermore, Saudi National Day slogans and symbols serve as a source of inspiration for Saudi fashion designers, enabling them to develop creative ideas for unique and attractive designs that combine Saudi national identity with elegance.

The study recommended encouraging and supporting designers and fashion brands that seek to incorporate Saudi National Day slogans and symbols into Saudi fashion design, given the positive role of this practice in strengthening Saudi national identity and fostering a sense of national belonging and pride. It also recommended organizing and launching large-scale exhibitions and artistic competitions showcasing innovative and creative fashion designs inspired by Saudi National Day symbols and slogans, with the aim of promoting and further developing this approach to fashion design.

Keywords: Saudi National Day, National Day Slogans, Saudi Fashion.

1. Introduction

Saudi National Day is a significant national and historical occasion that holds a special place in the hearts of all Saudis. It is celebrated annually on September 23 to commemorate the unification of the Kingdom of Saudi Arabia by its founding king, Abdulaziz bin Abdulrahman Al Saud (may he rest in peace) (General Entertainment Authority, 2023). This occasion has evolved from a simple celebration into a national platform through which different segments of society express their feelings of pride and belonging. Such expressions are manifested not only through cultural events and activities but also through various aspects of everyday life, most notably the wearing of national attire that reflects the Kingdom's authentic identity and rich heritage (Sabbagh, 2023).

Given the considerable development of National Day celebrations, particularly in recent years, the slogans, symbols, and visual identity associated with this occasion have been widely incorporated into various fields, especially fashion design. Saudi National Day fashion has come to reflect the Kingdom's rich history and cultural heritage, encompassing both traditional garments embellished with intricate embroidery and contemporary clothing that harmonizes with the symbols and colors of the Saudi flag, as well as National Day slogans and symbols. These garments have consequently become a means of expressing national pride and belonging while highlighting the beauty and diversity of Saudi heritage (Bin Halil, 2020).

Accordingly, incorporating national slogans and symbols into Saudi fashion has transformed garments from mere combinations of fabrics and colors into meaningful representations of the nation's history and

ancestral narratives. These designs serve as a reflection of the strength and unity of the national spirit (Bin Halil, 2021). Wearing clothing inspired by National Day slogans has also become increasingly common among different segments of society. Fashion has therefore emerged as a means of cultural and national expression and as an indicator of social engagement with Saudi Arabia's evolving national identity (Sabbagh, 2023).

Against this background, the significance of the present study lies in examining the relationship between Saudi National Day and its slogans, on the one hand, and their influence on Saudi fashion design, on the other. This will be achieved by analyzing design trends and identifying how this interaction contributes to stimulating creativity and innovation in local fashion design. The study also seeks to explore new opportunities for Saudi designers to express values of national belonging through contemporary and creative approaches (Saudi Fashion Commission, 2022).

2. Research Problem

Saudi National Day continues to witness developments in the ways people express their feelings of national belonging. Its significance is no longer limited to events and celebrations; rather, it has extended to various aspects of everyday life, particularly fashion. Clothing decorated with National Day slogans and national designs inspired by the Kingdom's symbols and visual identity has become increasingly common, contributing to growing interest in patriotic fashion during this occasion.

Despite the prominent presence of national-themed fashion during Saudi National Day celebrations, there remains a lack of studies that systematically investigate this influence and explain how this phenomenon contributes to advancing innovation in Saudi fashion design. Furthermore, limited research has examined the extent to which designers and consumers respond to the trends represented by National Day slogans and symbols.

Accordingly, the research problem is formulated around the following principal question:

To what extent do Saudi National Day and its slogans influence Saudi fashion?

This principal question gives rise to the following subsidiary questions:

1. What are the general trends in incorporating National Day slogans into Saudi fashion designs?
2. To what extent does incorporating National Day slogans into Saudi fashion designs contribute to creativity and innovation?
3. What transformations have occurred in Saudi fashion in recent years in conjunction with National Day celebrations?
4. To what extent do National Day slogans incorporated into fashion designs express Saudi national identity?

3. Research Objectives

This study aims to:

1. Analyze the influence of Saudi National Day and its slogans on Saudi fashion design in terms of the colors, symbols, and design techniques employed.
2. Examine how Saudi fashion designers incorporate National Day slogans into their designs.
3. Determine the extent to which incorporating National Day slogans into Saudi fashion designs contributes to creativity and innovation.
4. Identify transformations in Saudi fashion in recent years in conjunction with National Day celebrations, particularly in terms of combining authenticity and modernity.
5. Explore the extent to which National Day slogans incorporated into fashion designs express national identity in a contemporary and appealing context.

4. Research Methodology

This study adopts a descriptive-analytical approach to describe and analyze the relationship between Saudi National Day slogans and their influence on Saudi fashion design. The descriptive-analytical approach is considered particularly suitable for investigating cultural and social phenomena. It is used to provide an accurate description of the phenomenon under investigation and subsequently analyze its components and underlying meanings to arrive at scientifically grounded conclusions (Malih, 2020).

4.1. Theoretical Framework

Within the theoretical framework, the descriptive approach was employed to provide a comprehensive and accurate account of Saudi National Day, its historical development, and the official slogans introduced by the relevant authorities in recent years. The framework also examines the meanings and connotations of

national symbols used in these slogans, including the sword, palm tree, flag, green color, and other elements, while explaining their cultural and social significance.

4.2. Applied Framework

Within the applied framework, visual analysis was employed to examine the design elements in a selected sample of fashion designs. Visual analysis is an established approach in artistic and cultural studies and is used to investigate images and designs in terms of slogans, symbols, colors, composition, and harmony. It involves interpreting the meanings, creativity, and aesthetic qualities embedded in visual elements (Al-Faris, 2017).

Visual analysis is particularly appropriate for this type of research because it reveals how national concepts are translated into actual design practices that engage audiences and influence their aesthetic preferences and sense of identity (Bin Halil, 2020).

A purposive sample of garments specifically designed for Saudi National Day was selected. The selected designs featured the use of National Day slogans and symbols. The sample included fashion designs created by recognized Saudi designers and well-known local brands, with a variety of clothing categories represented, including men's, women's, and children's clothing.

The researcher developed a structured analytical tool to examine the selected designs. The tool covered several dimensions, including:

- The National Day slogans and symbols incorporated into fashion designs.
- Creativity and aesthetic qualities in the application of these elements.
- Color selection.
- The incorporation of national identity elements.
- The integration of authenticity and heritage with modernity.
- The extent to which the designs express national values.

Based on these criteria, the study identified general trends in incorporating national slogans into fashion and assessed their influence on creativity in Saudi fashion design, as well as the extent to which the resulting designs express national identity within a contemporary context.

5. Research Terminology

5.1. Saudi National Day

Saudi National Day is defined as “an annual event held on September 23 to celebrate the unification of the Kingdom of Saudi Arabia in 1932 by the founding King Abdulaziz bin Abdulrahman Al Saud, may he rest in peace” (Abalkhail & Al-Saqri, 2025).

Al-Harbi (2022) also defined Saudi National Day as follows: “The twenty-third of September of each year, on which the Kingdom of Saudi Arabia celebrates its National Day. It commemorates the unification of the Kingdom and the change of its name from the Kingdom of Hejaz and Najd and Their Dependencies to the Kingdom of Saudi Arabia.”

5.2. National Day Slogans

National Day slogans are defined as “officially approved phrases and visual symbols issued annually by the relevant authorities in the Kingdom of Saudi Arabia, such as the General Entertainment Authority or the Ministry of Media, to reflect the country's values and vision on this occasion. They are used in events, media campaigns, and celebratory designs, including fashion, to strengthen national belonging and identity” (General Entertainment Authority, 2023).

The Saudi Fashion Commission (2022) indicates that these slogans are not limited to written text but also encompass the complete visual identity, including colors, patterns, and symbols inspired by the national heritage and the Saudi flag.

5.3. Saudi Fashion

Saudi fashion is defined as “a collection of traditional and contemporary garments that reflect the cultural distinctiveness of the Kingdom of Saudi Arabia. It encompasses styles and designs influenced by the local customs and traditions of different regions, such as the thobe, abaya, shayla, and shemagh. It is characterized by the use of fabrics and decorative elements that express national identity” (Saudi Fashion Commission, 2022).

Al-Otaibi (2020) further explained that contemporary Saudi fashion represents “a balanced blend of local heritage elements and contemporary design approaches, aimed at preserving national identity while keeping pace with global trends in the fashion industry.”

6. Previous Studies

6.1. Study by Jihan Al-Sharmali (2024)

Title: Developing Innovative Sportswear Designs for Both Genders Inspired by Saudi National Day Symbols to Strengthen National Identity

Al-Sharmali (2024) aimed to develop innovative sportswear designs for men and women inspired by Saudi National Day symbols, with the objective of strengthening national identity and highlighting a sense of belonging to the Kingdom in local and international sporting events. The study focused on combining aesthetic elements, including colors, decorative patterns, and national slogans, with practical and functional considerations that ensure athletes' comfort and performance efficiency during competitions.

The researcher adopted a quasi-experimental approach, developing a collection of sportswear prototypes that incorporated national symbols through contemporary artistic designs. The designs were then presented to a sample of specialists in fashion design and a sample of male and female athletes. The purpose was to evaluate the designs in terms of aesthetic qualities, expressions of national identity, and functional suitability. Questionnaires containing specific evaluation dimensions were used to collect the opinions of each target group.

The results indicated that specialists evaluated the designs very positively. Scores for strengthening national identity ranged from 85% to 100%, while aesthetic evaluations ranged from 75% to 100%. Functional suitability scores ranged from 77% to 100%. The athletes also gave the designs high ratings, with scores ranging from 86.85% to 100% among male athletes and from 81.35% to 100% among female athletes.

These findings indicate that the designs successfully combined aesthetic elements expressing national identity with practical features that meet the requirements of athletic performance.

The study recommended encouraging designers to incorporate national symbols into sportswear through innovative approaches. It also recommended expanding research to include different sports and age groups, developing domestic sportswear production lines capable of competing internationally, and diversifying designs according to the requirements of each sport while maintaining national identity as a fundamental element.

6.2. Study by Wissam Sabbagh (2023)

Title: Employing the Aesthetic Qualities of Saudi Founding Day Symbols to Enrich Youth Fashion Design and Reinforce National Identity

Sabbagh (2023) aimed to employ the aesthetic qualities of Saudi Founding Day symbols in designing youth fashion that contributes to strengthening and reinforcing national identity among young people.

The study adopted a descriptive approach incorporating analytical and applied components to examine the identity of Saudi Founding Day and conduct various design experiments using the associated symbols, patterns, and colors. These experiments resulted in ten diverse youth fashion designs, including thobes, T-shirts, shirts, shemaghs, and shawls.

The designs were evaluated using the study instrument by ten specialists in fashion design and 30 consumers.

The findings revealed statistically significant differences in specialists' evaluations of the innovative youth fashion designs incorporating the aesthetic qualities of Saudi Founding Day symbols across the overall evaluation dimensions. The results also revealed a correlation between specialists' and consumers' opinions regarding the innovative designs that employed the aesthetic qualities of these symbols to reinforce national identity.

The study recommended conducting further experimental research on the visual identity of Saudi Founding Day to emphasize the role of fashion design in strengthening and reinforcing national identity.

6.3. Study by Najla Bin Halil (2021)

Title: Integrating the Semiotics of Saudi Identity Symbols with Traditional Clothing Heritage to Enrich the Visual Image of Women's Fashion for National Occasions

Bin Halil (2021) aimed to explore the integration of Saudi identity symbols with traditional clothing heritage to enrich the visual image of women's fashion for national occasions, particularly among women aged 20–40 years. The study sought to provide fashion designers and traders, whether operating through artisanal or online stores, with insights that could support the design, production, marketing, and sale of garments that express Saudi identity in both form and content.

The study employed a descriptive survey approach and a descriptive-analytical approach, in addition to an applied component. Data collection instruments included observation sheets, questionnaires, and semiotic analysis forms.

The findings revealed a relationship of correlation and integration between identity, symbols, and fashion within the framework of semiotic theories, which distinguish between the signifier and the signified. The study also identified limitations in the forms, materials, colors, symbols, and decorative styles used in

women's clothing for National Day celebrations. These limitations highlighted the need to propose alternative design approaches capable of addressing the identified gap.
Among its principal recommendations, the study called on designers in the fashion and textile industries to incorporate Saudi national identity symbols into clothing designed for national occasions. This approach was presented as a creative means of preserving the country's symbolic national identity and strengthening national belonging.

6.4. Study by Najla Bin Halil (2020)

Title: Cultural Values in the Fashion of Elite Women During Saudi National Day Celebrations
Bin Halil (2020) examined the role of influential elite women, particularly those with significant social and political standing, in strengthening Saudi national identity through fashion. The study also sought to identify the positive contribution of their clothing to the cultural representation of national values and to explore the importance of fashion in documenting and reinforcing connections with national identity.
Furthermore, the study highlighted the role of philosophical visual interpretation in understanding the meanings associated with cultural values and identity as expressed through clothing.
The researcher adopted a descriptive-analytical approach to examine the social and political status of Princess Reema bint Bandar and analyze her outfits worn during the 89th and 90th Saudi National Day celebrations.
One of the most significant findings was that Saudi national identity and its associated cultural values were clearly expressed through Princess Reema's clothing. This representation positively contributed to communicating Saudi cultural values and strengthening national identity.
The study recommended greater attention to research examining the cultural values embodied in the fashion of elite individuals, given the potential of such research to contribute to strengthening national identity.
Here is the comprehensive academic English translation of the Theoretical Framework, preserving the original headings, historical information, National Day slogans, cultural interpretations, and in-text citations. I have maintained the same terminology used in the previous sections to ensure consistency throughout your research paper.

7. Theoretical Framework

7.1. Saudi National Day and Its Historical Development

Before the unification of the Kingdom of Saudi Arabia, the Arabian Peninsula was divided into several independent emirates and regions, most notably Najd and Hejaz. King Abdulaziz Al Saud began his campaign to establish the Saudi state by recapturing Riyadh in 1902. He subsequently expanded his control and gradually unified the various regions through military campaigns and political efforts, culminating in the unification of the country under the name of the Kingdom of Saudi Arabia in 1932 (Saudi Ministry of Foreign Affairs, 2022).
The commemoration of Saudi National Day dates back to 1351 AH (1932 CE), the year in which King Abdulaziz, may he rest in peace, completed the unification of Najd, Hejaz, and their associated territories under a single state. This historic achievement followed a series of significant campaigns personally led by the King over approximately three decades, beginning in 1319 AH (1902 CE) and culminating on 21 Jumada al-Awwal 1351 AH, corresponding to September 23, 1932. On that date, a royal decree was issued establishing the modern Saudi state under the name of the Kingdom of Saudi Arabia (Al-Othaimin, 2019).
During King Abdulaziz's reign, the Saudi state adopted its current emblem, consisting of two crossed swords beneath a palm tree. The national flag also assumed its distinctive form: a rectangular green field bearing the Islamic declaration of faith, “There is no god but Allah, and Muhammad is the Messenger of Allah,” written in white, with a white sword beneath it. Accordingly, September 23, 1932, became the date commemorated annually as Saudi National Day (Al-Ghuwairi, 1997).

Historical Stages in the Development of Saudi National Day

1. The Period Before the Official Adoption of National Day Celebrations (1932–1965)

During this period, there was no established annual celebration specifically designated as Saudi National Day. Greater attention was given to religious celebrations and other official occasions, while the timing and nature of public celebrations varied across different regions (Al-Ghuwairi, 1997).

2. Official Adoption of National Day Celebrations (1965)

In 1965, King Faisal bin Abdulaziz issued a royal decree designating September 23 of each year as Saudi National Day, to be celebrated throughout the Kingdom. This decision formed part of broader efforts to strengthen national unity and reinforce Saudi national identity (Al-Atiyah, 2010).

3. Declaration of National Day as an Official Holiday (2005)
In 2005, King Abdullah bin Abdulaziz issued a royal decree declaring Saudi National Day an official paid holiday. This decision encouraged greater public participation in the celebrations and helped establish the occasion as a widely shared national event (Al-Atiyah, 2010).

4. Contemporary Developments
Saudi National Day celebrations have undergone substantial development in recent years. They have evolved into large-scale events featuring artistic performances, cultural festivals, and a unified national slogan introduced for each celebration period. Examples include "Determination to the Summit" (Himmah Hatta Al-Qimmah), "It Is Our Home" (Hiya Lana Dar), and "We Dream and Achieve" (Nahlam wa Nuhaqqiq). These slogans aim to strengthen national belonging and reinforce the values of unity, ambition, and progress (General Entertainment Authority, 2023).

7.2. Saudi National Day Slogans
Saudi National Day slogans constitute an essential component of the occasion's visual identity. They communicate national visions and messages inspired by the Kingdom's values, aspirations, and future objectives. These slogans are issued or promoted by official bodies, including the General Entertainment Authority and the Ministry of Media, and are used in official events, media campaigns, fashion, and national products.

Among the slogans associated with recent National Day celebrations are the following (Saudi Ministry of Media, 2024):

- **85th National Day — "My Homeland Is My Identity" (Watani Hawiyati):** This slogan emphasized the importance of strengthening citizenship values and connecting the people of the Kingdom with their national history and heritage.
- **86th National Day — "May Your Glory Endure, O Homeland" (Dam Izzak Ya Watan):** This slogan reflected Saudi citizens' pride in their homeland, their sense of belonging, and their aspirations for the Kingdom's development and stability.
- **87th National Day — "A Vision for a Nation" (Ru'yat Watan):** This slogan drew inspiration from Saudi Vision 2030 and its emphasis on development and the promotion of positive values.
- **88th National Day — "For Glory and Greatness" (Lil-Majd wal-Aliya):** This slogan was inspired by the depth of Saudi history as reflected in the Saudi national anthem.
- **89th and 90th National Days (2019–2020) — "Determination to the Summit" (Himmah Hatta Al-Qimmah):** Inspired by a statement attributed to Crown Prince Mohammed bin Salman, this slogan expressed ambition, determination, and the pursuit of excellence and achievement.
- **91st and 92nd National Days (2021–2022) — "It Is Our Home" (Hiya Lana Dar):** This slogan emphasized belonging and national identity, presenting the homeland as a place of shelter, security, and stability.
- **93rd and 94th National Days (2023–2024) — "We Dream and Achieve" (Nahlam wa Nuhaqqiq):** This slogan connected National Day celebrations with Saudi Vision 2030, emphasizing ambition, achievement, and progress.

These slogans convey messages reflecting the unity of Saudi society, youth empowerment, and the strengthening of the Kingdom's regional and international standing (General Entertainment Authority, 2023).
Their importance lies in their capacity to reinforce a shared national identity, symbolize national unity, motivate Saudi society toward achievement and progress, and strengthen feelings of pride and belonging. They are also incorporated into media campaigns, public events, fashion designs, and national products to promote and communicate national identity.
The Saudi Fashion Commission (2022) has indicated that Saudi National Day slogans extend beyond written phrases to encompass a broader visual identity comprising colors, patterns, and symbols inspired by national heritage and the Saudi flag. The principal elements of this visual identity can be explained as follows.

7.2.1. Crossed Swords and the Palm Tree

The two crossed swords in the emblem of the Kingdom of Saudi Arabia symbolize strength and courage, representing the ability to defend the homeland and protect its sovereignty. This symbol reflects the pride and resilience of the Saudi people in preserving their independence and security. Its historical significance is associated with the campaigns undertaken by King Abdulaziz bin Abdulrahman Al Saud during the unification of the Kingdom (Abalkhail & Al-Saqri, 2025).

The palm tree represents prosperity and well-being in the Kingdom of Saudi Arabia. It symbolizes the benefits provided by the land to its people and represents life, renewal, and continuity. In this sense, it reflects the Kingdom's ongoing economic and social growth and development (Abalkhail & Al-Saqri, 2025).

Together, the crossed swords and the palm tree symbolize a balance between strength and peace within Saudi national identity. The swords represent defense and military strength, whereas the palm tree symbolizes prosperity and well-being.

The emblem featuring the crossed swords and palm tree is widely used in Saudi National Day celebrations, including official slogans, national clothing, decorations, and public and official events. Its use strengthens citizens' feelings of pride and loyalty and constitutes an essential element of the Kingdom's official visual identity. Consequently, it plays an important role in expressing national belonging and patriotism (Barrada, 2024).

7.2.2. The Saudi National Flag

The Saudi national flag is one of the most prominent national symbols expressing the identity and sovereignty of the Kingdom of Saudi Arabia. It consists of a green background bearing the Islamic declaration of faith, "There is no god but Allah, and Muhammad is the Messenger of Allah," written in white Thuluth script, with a horizontal sword beneath it.

The declaration of faith represents the religious foundation upon which the Kingdom is established. It reflects the religious values that form a central component of Saudi identity, with Islam serving as the official religion of the Kingdom. The inscription also carries religious and national significance, connecting the country's identity with its Islamic heritage.

The green color of the Saudi flag carries several symbolic meanings, including Islam, peace, and prosperity. Green also evokes life and growth and is prominent in many aspects of National Day celebrations, including fashion, decorations, and official slogans.

The horizontal sword on the flag symbolizes strength and the defense of the homeland. It represents courage and readiness to protect national sovereignty. Within the flag's overall symbolism, the sword also conveys the defense of justice and the pursuit of truth in confronting challenges (Sabbagh, 2023).

The Saudi flag has become a prominent element in Saudi fashion designs during National Day celebrations. Its green color, declaration of faith, and sword motif may be incorporated into garments through printed patterns or embroidery. These designs express national pride and belonging while giving clothing a distinctive celebratory character that combines religious and national symbolism with contemporary style. In doing so, they contribute to reinforcing and highlighting Saudi identity during national occasions (Al-Sharmali, 2024).

7.2.3. The Map of the Kingdom of Saudi Arabia

The map of the Kingdom of Saudi Arabia is a prominent national symbol representing territorial unity and social cohesion. It commemorates the historical achievement of the founding King, Abdulaziz bin Abdulrahman Al Saud, in unifying the Kingdom's regions under one flag. The appearance of the map during national events reminds citizens of the country's vast territory and its rich geographical and cultural diversity (Barrada, 2023).

The map has been widely incorporated into National Day slogans and designs. It may be presented in green or decorated with national phrases such as "It Is Our Home."

In fashion design, the outline of the Kingdom's map serves as an artistic element that combines national symbolism with contemporary style. The map may be printed on shirts, embroidered on abayas, or integrated with other symbols, such as the crossed swords and palm tree or the Saudi national flag. These combinations create visually distinctive designs rich in meanings associated with national identity (Al-Sharmali, 2024).

7.2.4. Traditional Heritage Symbols

Saudi heritage symbols are visual and cultural elements that reflect the Kingdom's long history and express a national identity rooted in the traditional heritage and popular culture of its diverse regions. These symbols are more than decorative elements; they represent the values of authenticity and belonging and play an important role in National Day celebrations by strengthening connections between generations and linking the past with the present.

Among the heritage symbols that feature prominently in the visual identity of Saudi National Day are the following (Barrada, 2023):

- **Camels:** Symbols of patience, endurance, and Bedouin authenticity.

- **Falcons:** Symbols of strength, skill, and horsemanship-related traditions.
- **Historic buildings and fortresses:** Structures such as those found in Diriyah, along with Najdi architecture, represent Saudi Arabia's architectural heritage.
- **Traditional utensils:** Items such as the dallah (traditional Arabic coffee pot) and finjan (small coffee cup) symbolize generosity and hospitality.
- **Traditional ornaments and patterns:** Decorative motifs inspired by the architectural and handicraft heritage of the Kingdom's various regions.

These heritage symbols embody deeply rooted values, including generosity, courage, patience, and social solidarity. Such values have been integral to Saudi society for centuries. Their use during National Day celebrations reflects the desire to preserve national identity and traditions despite contemporary social and cultural changes.

In recent years, a strong trend has emerged toward incorporating these heritage symbols into Saudi fashion designs created for National Day celebrations. National-themed garments increasingly feature prints or embroidery inspired by traditional patterns, images of camels and falcons, and colors associated with traditional architecture. These elements give the garments a distinctive character that combines authenticity with modernity (Sabbagh, 2023).

8. Applied Framework

The applied framework of this study is based on a systematic visual analysis of a sample of Saudi fashion designs that directly incorporate Saudi National Day slogans and symbols or draw inspiration from their visual elements. The aim is to understand the extent to which the national identity represented by National Day slogans and symbols influences the outcomes of Saudi fashion design.

Research Sample

The research sample was selected using purposive (non-random) sampling because the nature of the topic required specific characteristics to be present in the selected items. The sample included a collection of Saudi fashion designs that incorporated Saudi National Day slogans and symbols during the period from 2019 to 2024. This period witnessed a notable increase in interest in visual identity and national symbols within the fashion industry.

The selected sample consisted of 15 Saudi fashion designs. The following criteria were used to select the designs:

- The design incorporated Saudi National Day slogans or visual symbols, such as the map of the Kingdom, the palm tree and crossed swords, or the Saudi national flag.
- The visual elements used in the design were clearly identifiable.
- To ensure the comprehensiveness of the sample, diversity was considered in terms of the target audience (men, women, and children).
- The selected designs also varied in style, including traditional, contemporary, and hybrid designs combining both styles.

Data Collection

The study sample was collected from several sources, including fashion designs produced by well-known local brands within Saudi Arabia; individual designs created by independent Saudi designers who participated in National Day celebrations; garments presented at official or community events, such as exhibitions, festivals, and cultural initiatives; and fashion designs published on digital platforms, including social media, online stores, and official accounts.

Each design was documented along with its basic information, including the designer or organization, the year of design, and the type of garment.

Analysis Tool

The study employed a visual content analysis tool specifically developed to identify and evaluate the impact of Saudi National Day slogans and symbols on Saudi fashion design. The tool was developed based on scientific and analytical criteria that considered the symbolic, aesthetic, and cultural dimensions of national symbols, in addition to the design elements used in clothing.

The analysis tool consisted of an evaluation form comprising several dimensions and indicators, which were applied to the selected sample of Saudi fashion designs. The dimensions and indicators included the following:

- The national slogan used in the garment.
- The National Day visual identity, including the symbols and colors used in the garment.

- The placement of the slogan and visual identity within the garment design.
- The extent to which national identity was clearly expressed in the garment.
- The design style: traditional, contemporary, or a combination of both.

Analysis of Sample Designs

1. Using the Palm Tree Symbol Independently in Saudi Fashion Designs
As shown in Images 1 and 2, the palm tree symbol is used independently in women's abaya designs, either as decoration on the sleeves or as embroidery on the lower part of the garment. The delicate palm tree embroidery adds a distinctive touch that expresses pride in Saudi identity while blending authenticity with modernity. The result is a unique design that combines elegance with national symbolism.



Image 1: A women's abaya with the palm tree symbol embroidered on the sleeves.



Image 2: A women's abaya with the palm tree symbol embroidered on the lower part of the garment.

Another example of the use of the palm tree symbol in Saudi fashion is presented in Image 3, which shows a men's thobe incorporating this symbol through a harmonious blend of traditional and contemporary elements. The palm tree is embroidered on the sleeves and the upper back of the garment, creating an attractive and coordinated appearance. The design clearly conveys an aspect of Saudi national identity. According to Abalkhail and Al-Saqri (2025), the palm tree symbolizes the Kingdom of Saudi Arabia's

agricultural and cultural heritage and represents the prosperity and resources provided by the land for its people. It also signifies life and renewal. Thus, the design conveys rich symbolic meanings that reinforce national identity and reflect pride and a sense of national belonging.



Image 3: A men's thobe embroidered with the palm tree symbol.

2. Using the Palm Tree and Camel Symbols Together in Saudi Fashion Designs

The preceding images demonstrate the combined use of the palm tree and camel symbols in Saudi fashion designs, particularly women's abayas. The designs differ slightly in the placement of these symbols and the way they are arranged and integrated into the garments. Some designs position the two symbols along a single line in the center of the back of the abaya, as shown in Image 4.



Image 4: A women's abaya embroidered with the palm tree and camel symbols arranged in a single line along the center of the back.

In other designs, the symbols are also arranged in a single line but placed on the lower back of the abaya, as illustrated in Image 5.



Image 5: A women's abaya embroidered with the palm tree and camel symbols arranged in a single line on the lower back of the garment.

In some cases, the palm tree and camel symbols are distributed across different parts of the garment, particularly the upper and lower sections of the back, as shown in Image 6.



Image 6: A women's abaya embroidered with the palm tree and camel symbols in different areas of the garment.

Image 7 illustrates the use of both symbols in a children's dress. The palm tree and camel are arranged along a single line near the lower hem of the dress, accompanied by the Riyadh Towers. This arrangement creates a visual connection between the past and the present, reflecting the preservation of cultural heritage alongside development and progress.



Image 7: A children's dress embroidered with the palm tree and camel symbols arranged in a single line alongside the Riyadh Towers.

The beauty and appeal of these designs are evident in the harmonious integration of the palm tree and camel symbols into the garments. This approach gives the clothing a traditional character while maintaining an attractive, modern, and contemporary style. It also enriches the designs with meanings rooted in authentic Saudi cultural heritage, which is a source of pride for Saudis. The use of these symbols conveys the strength and resilience of the Saudi people, reflects the Bedouin heritage from which the Kingdom's roots emerged, and represents the prosperity provided by the land, as well as a strong sense of belonging to the homeland.

The distinctive feature of the garments shown in Images 8 and 9 is the abundance of details incorporated alongside the palm tree and camel symbols. Although the palm tree appears in these designs, it is not used as a prominent standalone element; rather, it serves as a complementary symbol. This differs from the previous designs, in which the palm tree was embroidered clearly and precisely as a principal decorative element.

The abaya in Image 8 draws inspiration from the enchanting nights of Diriyah, particularly the At-Turaif District, reflecting the area's distinctive architectural beauty. The abaya is decorated with National Day symbols, including palm trees, complemented by a star-studded Diriyah skyline and the camel symbol, which carries deep cultural significance in Saudi Arabia. This design combines authenticity and history in an artistic garment that reflects the beauty of Saudi heritage through a contemporary perspective.



Image 8: A women's abaya embroidered with the palm tree and camel symbols in different areas of the garment.

In Image 9, the abaya by the Fahdah brand combines elegance with national identity. The front is made of soft crepe fabric, adding a sense of luxury and sophistication, while the linen back features delicate embroidery reflecting the spirit of Saudi heritage. Camel and palm tree motifs adorn the garment, conveying the story of the Kingdom's rich history through its details. The design offers an ideal combination of authenticity and contemporary style.



Image 9: A women's abaya embroidered with the palm tree and camel symbols in different areas of the garment.

3. Using the Crossed Swords and Palm Tree Symbols in Saudi Fashion Designs

The crossed swords and palm tree symbols are incorporated into Saudi fashion designs in different ways. In some designs, such as the women's abaya shown in Image 10, the crossed swords and green palm tree are used independently, without being combined with other symbols. They are distributed across different parts of the abaya. Although this design demonstrates limited innovation and contemporary styling, the symbols convey meanings associated with strength and peace within Saudi national identity.



Image 10: A women's abaya embroidered with the crossed swords and green palm tree symbols in different areas of the garment.

In other designs, the crossed swords and palm tree are combined with additional symbols, as illustrated in Image 11. In this example, one sleeve of the abaya is embroidered with the crossed swords and palm tree, while the other sleeve features the camel symbol. A distinctive feature of this design is the precise, prominent embroidery, which presents the symbols in an attractive, contemporary style and reinforces their symbolic meanings.



Image 11: A women's abaya with one sleeve embroidered with the crossed swords and palm tree symbols, and the other sleeve embroidered with the camel symbol.

Images 12 and 13 demonstrate that the use of the crossed swords and palm tree in fashion is not limited to women's abayas. In Image 12, the symbols are rendered in green on a children's dress. The green color is inspired by the Saudi national flag, reinforcing the national significance of the symbols.



Image 12: A children's dress featuring the crossed swords and palm tree symbols in green.

In Image 13, the crossed swords and palm tree are incorporated into a youth-oriented T-shirt design, with the symbols combined with the outline of the map of Saudi Arabia. This creates an artistic design that brings together national symbolism and contemporary fashion.



Image 13: A T-shirt featuring the crossed swords and green palm tree symbols, along with a map of the Kingdom of Saudi Arabia.

In general, incorporating the crossed swords and palm tree into fashion designs contributes both aesthetic value and national significance. These symbols express a balance between strength and peace within Saudi national identity: the crossed swords represent defense and military strength, while the palm tree symbolizes peace and prosperity. Their use can strengthen citizens' feelings of pride, loyalty, and belonging, as they form an essential part of the Kingdom's official visual identity and provide a powerful means of expressing national values and patriotism.

4. Incorporating Written Slogans and Visual Identity into Saudi Fashion Designs

Examples of Saudi fashion designs incorporating the written slogans and visual identity of Saudi National Day, issued annually by the Saudi Ministry of Media or the General Entertainment Authority, are presented in this section. The selected examples focus on the 92nd Saudi National Day, which carried the slogan "It Is Our Home" (Hiya Lana Dar).



National Day (92nd) Visual Identity: "It Is Our Home" (Hiya Lana Dar).

In Design 14, the concept for a children's dress was inspired by the slogan of the 92nd Saudi National Day, "It Is Our Home" (Hiya Lana Dar). The design incorporates the slogan in a modern, contemporary, and harmonious style, using green and white. It combines elegance and aesthetic appeal with the national meanings embodied in the slogan, which is written within the outline of the map of the Kingdom of Saudi Arabia. These national meanings are further emphasized by the use of green and white, two colors associated with Saudi national identity.



Image 14: A children's dress featuring the slogan “It Is Our Home” (Hiya Lana Dar).

In Design 15, the design concept was entirely inspired by the visual identity of the 92nd Saudi National Day, both in terms of the colors and the symbols used. This demonstrates more clearly the influence of Saudi National Day slogans and symbols on fashion design in the Kingdom of Saudi Arabia.

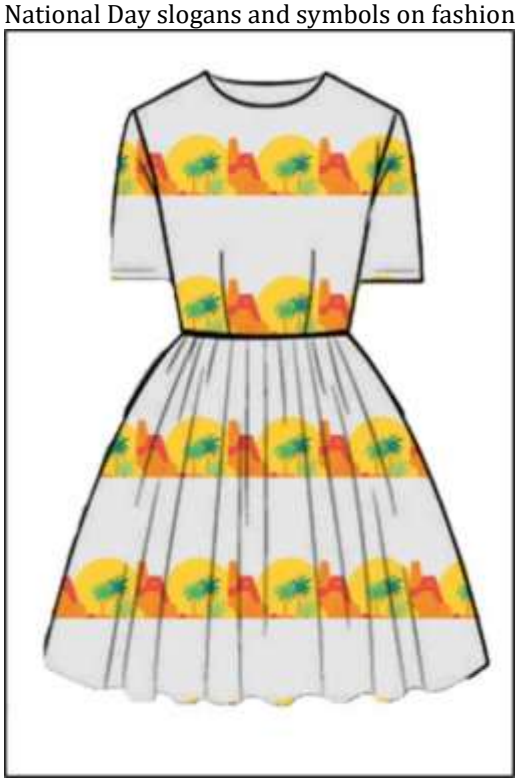


Image 15: A children's dress incorporating the visual identity of the 92nd Saudi National Day.

9. Results

Based on the fashion designs presented and analyzed in this study, the research reached several findings, which can be summarized as follows:

1. The ways in which Saudi National Day slogans and symbols are incorporated into Saudi fashion designs vary. However, the most common approaches include using the palm tree symbol independently;

combining the palm tree with the camel; combining the crossed swords with the palm tree; combining the crossed swords and palm tree with the camel; combining the crossed swords and palm tree with the map of the Kingdom; and incorporating the National Day slogans and visual identities issued annually by the Ministry of Media or the General Entertainment Authority.

2. Saudi National Day slogans and symbols are integrated into fashion designs in ways that combine modernity and authenticity, bringing together contemporary and traditional elements. This gives Saudi fashion designs aesthetic, artistic, and national dimensions.
3. Although Saudi National Day slogans and symbols are incorporated into clothing for different groups, including men, women, and children, women's fashion—particularly women's abayas—demonstrates the greatest influence and the most frequent use of these slogans and symbols in design.
4. National Day slogans and symbols help fashion designers develop new and creative ideas, resulting in distinctive and attractive designs that combine Saudi national identity with elegance.
5. Incorporating Saudi National Day slogans and symbols into Saudi fashion designs has a significant positive impact on strengthening Saudi national identity and promoting a sense of national belonging and pride in the homeland.

10. Recommendations

Based on the findings of this study, the following recommendations are proposed:

- Fashion designers in the Kingdom of Saudi Arabia should consider incorporating National Day slogans and symbols into their work, as these elements can inspire new, creative, and distinctive fashion designs.
- Designers and fashion brands that incorporate Saudi National Day slogans and symbols into their designs should be supported and encouraged, given their positive contribution to strengthening Saudi national identity and promoting a sense of national belonging and pride.
- Large-scale exhibitions and artistic competitions should be organized to showcase innovative and creative fashion designs inspired by Saudi National Day slogans and symbols, thereby encouraging the wider adoption of this approach in fashion design.
- Saudi fashion designers should expand the range of men's fashion designs inspired by National Day slogans and symbols rather than focusing primarily on women's clothing.

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