

# AICI

ASSOCIATION OF  
IMAGE CONSULTANTS  
INTERNATIONAL



## SECOND PAPER ON CULTURAL SUSTAINABILITY

For AICI Members

December, 2022

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## **PRESIDENT'S LETTER BY LILIAN BUSTAMANTE, AICI CIM**

I am honored to present to you the Second Paper on Cultural Sustainability that our Sustainability Committee has prepared under the leadership of Susy Bello Knoll. The intent of this paper is to share and appreciate the cultural distinctions of other countries.

Sustainability is part of our AICI values and beliefs. We embrace the process of educating ourselves and our clients to facilitating positive change in our way of thinking of others and our planet.

I invite you to read this document with appreciation for the efforts put forth by the AICI Sustainability Committee

## PREFACE BY AICI GLOBAL SECRETARY SONIA DUBEY DEWAN, AICI CIP

All persons have the right to the requirements of life, including universal human rights and the means to maintain the safety and well-being of their families and communities. Just leaders who ensure that all individuals are safeguarded from discrimination and that personal, labor, and cultural rights are respected are as characteristics of healthy communities.

The AICI Sustainability Committee is committed to all the three pillars of sustainability: environmental, social, and economic. Social sustainability has been part of the ethos of AICI since its inception. AICI, the world's largest body of image consultants, professionally encourages socially sustainable practices to our clients through etiquette, closet editing, and protocol training.

The AICI Sustainable Committee's second paper targets United Nations Sustainable Development Goal (SGDG) 4.7, i.e., to ensure that *"all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for global citizenship and the appreciation of cultural diversity and of culture's contribution to sustainable development."*

In this paper, we bring forth cultural sustainability in relation to sustainable development (or sustainability), which is concerned with sustaining all cultures for future generations while upholding cultural practices, beliefs, and legacy.

Culture is described as a system of values, norms, practices, and a body of human knowledge dependent on passing these traits to future generations. Planning in the social, economic, and political spheres is heavily influenced by culture. A society's culture can be found everywhere, from the artefacts of earlier generations to the collected values of the local population. The two equally significant subtopics of the culture inside society can be used to describe culturally distinctive characterizations. These categories are "Material" and "Immaterial," according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO).

Material objects such as shrines, paintings, buildings, landscapes, and other humanistic formations are a physical representation of the culture in that area. They function as physical markers and culturally significant items whose significance is developed and maintained within the context of that civilization while having minimal social and political utility. These cultural traits add up to represent a society's cultural integrity. Through the impact these ideals and historical relics have on the populace, these traits are innately capable of changing political, social, and environmental environments.

Immaterial category contains more socially and politically applicable characteristics such as practices, traditions, aesthetics, knowledge, expressions, etc. These traits exemplify social and political utility by educating people, providing shelter, and promoting social justice and human rights. Through collective thought and ideas, or culture, these values contribute to the welfare of society. Not to be underrated, practices like creativity, respect, empathy, and others foster social integration and a feeling of "self" in the world.

The paper is brought to you by Susy Inés Bello Knoll, PhD. AICI CIP, Chair of the Sustainability Committee, and a team of 25 Image Consultants from around the world, under President Lilian Bustamante, AICI CIM. In the subsequent pages, you will learn about many countries' cultures, history and symbolism. The objective is to bridge the differences between people, boost cultural understanding, and increase cohesion in communities to face everyday challenges and achieve the SDGs.

## INTRODUCTION BY CHAIR SUSY BELLO KNOLL, AICI CIP

I have the honor of working for an extraordinary group of 25 image consultants as a volunteer on the Sustainability Committee. It is with gratitude that I present the list of volunteers.

NAME	COUNTRY
Paolina Cattorini	Argentina
Maria Jose Larravide	Argentina
Dafne Metaxas	Argentina
Daiana Pereyra	Argentina
Carla Rebora	Argentina
Raissa Fernández	Brazil
Jainee Gandhi	Canada
Michelle Bilodeau	Colombia
Rosario Diz	Ecuador
Anushya Safira	Malaysia
Dianne Tsern	Malaysia
Jennifer Donis	Mexico
Silvia Jimenez	Mexico
Patricia Loureiro	Mexico
Carolina Mojica	Mexico
Alicia Quintero Ramirez	Mexico
Andrea Greenspan	United States
Samia Laaboudi	United States
Gisell Fulle	Peru
Tati Miranda Fortuna	Philippines
Karen Ibasco	Philippines

N.B. Catherine Baxter (Canada) is now our Global treasurer and no longer serves on the committee.

Valeria Doustaly, CIP AICI, worked in France part. Thanks.

The volunteers worked on this paper to provide AICI members basic concepts about Cultural Sustainability. Across the globe, most people place the highest value on family, (World Values Survey & Koema). People are the most important pillar of sustainability. Image Consultants' focus on people so we must accommodate more and know more about the culture of each of our clients.

Our President inspired us by challenging us to improve our profession with a focus on our vision, mission, and values. Accept the challenge. Discover and cherish the values of not just your country but of other countries.

Be part of "Transforming the World" by committing to the SDGs of UN Agenda 2030 as we do with this paper, especially SDG 4 Quality Education.

# ARGENTINA

*By Paola Cattorini and Dafne Metaxas*

**Name of the Country & Capital City:** Argentina Republic, City of Buenos Aires



Source: [https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.welcomeargentina.com%2Fdonde%2F&psig=AOvVaw3hMWQRF\\_g58VesTYg2wDmk&ust=1652997775386000&source=images&cd=vfe&ved=OCIsBEK-JA2oXChMmOXrhYfq9wIVAAAAAB0AAAAAEAI](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.welcomeargentina.com%2Fdonde%2F&psig=AOvVaw3hMWQRF_g58VesTYg2wDmk&ust=1652997775386000&source=images&cd=vfe&ved=OCIsBEK-JA2oXChMmOXrhYfq9wIVAAAAAB0AAAAAEAI)

**Weather:** In general, the predominant Argentine climate is temperate. However, it acquires the characteristics of a tropical climate in the extreme northeast and sub-polar in the extreme southwest (if Antarctica Argentina is considered, it can include the polar climate). In Buenos Aires, the climate is incredibly humid.

**Flag:** Created on February 27, 1812, by Manuel Belgrano

**Colors and symbolization of the Argentina flag:**



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**Light blue:** the color of the sky and feelings (the dresses of the Virgin of the Immaculate Conception).

**White:** represents honesty and peace

**The sun:** Located in the center, it represents the sun of the Revolution on 25th May, which also means the first coin of Argentina.



Source: <https://www.significados.com/bandera-de-argentina/#:~:text=Significado%20de%20los%20colores,act%C3%BAan%20como%20representaci%C3%B3n%20del%20cielo>

### National Costume:

The typical dress of Argentina is reserved only for traditional celebrations or national holidays.

**Male National Costume:** *Gaucha Style*

#### Description and color:

The scarf is tied loosely at the front of the neck. Leather and pointed boots always go over the pants, which are fundamental characteristics of the Argentine gaucho suit.

- 1) Black pants
- 2) White shirt
- 3) Open short-sleeved jacket
- 4) Red scarf
- 5) Brown sash
- 6) Boots



Source picture #1

<https://vestimentastipicas.com/america/argentina/>

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<https://vestimentastipicas.com/america/argentina/#:~:text=%C2%A9%202022%20VestimentasTipicas.com%20%C2%B7%20Todos%20los%20derechos%20reservados>

7) Wide hat (typical)

Source: <https://vestimentastipicas.com/america/argentina/>



[https://www.google.com/url?sa=i&url=https%3A%2F%2Fgrupo3iad.wixsite.com%2Fargentina%2Fsingle-post%2F2015%2F08%2F02%2Ftrajes-t%25C3%25ADpicas&psig=AOvVaw3xdlljx8pud0lzMGvs29fJ&ust=1668474772405000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCODolZW\\_rPsCFQAAAAAdAAAAABAE](https://www.google.com/url?sa=i&url=https%3A%2F%2Fgrupo3iad.wixsite.com%2Fargentina%2Fsingle-post%2F2015%2F08%2F02%2Ftrajes-t%25C3%25ADpicas&psig=AOvVaw3xdlljx8pud0lzMGvs29fJ&ust=1668474772405000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCODolZW_rPsCFQAAAAAdAAAAABAE)  
[https://static.wixstatic.com/media/bd3bdf\\_67ae8d5953f841b1aff7edd93b568a36.jpg/v1/fill/w\\_700,h\\_](https://static.wixstatic.com/media/bd3bdf_67ae8d5953f841b1aff7edd93b568a36.jpg/v1/fill/w_700,h_)

**Description and color:**

It consists of a relatively flat skirt that does not have a petticoat and a blouse that is usually long-sleeved, reaching the neck.

The woman uses espadrilles which makes her look very honest. The hairstyle is usually two braids on both sides of the shoulders.

**Option 1**

- 1) Hat (bright colors)
- 2) Skirts (bright colors)
- 3) Poncho shirt (optional)
- 4) Waist tie (sash)



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5) Brown Espadrilles

6) Hair in two braids.

### Option 2

1) Flat skirt (black)

2) White camisole

3) Black or red Heels

**Source picture woman & men** <https://hablemosdeculturas.com/wp-content/uploads/2017/12/folklore-argentino-12.jpg> **Source picture Paisana /China green Dress**

[https://http2.mlstatic.com/D\\_NQ\\_NP\\_2X\\_637516-MLA49547560741\\_042022-F.webp](https://http2.mlstatic.com/D_NQ_NP_2X_637516-MLA49547560741_042022-F.webp)

**Source picture dancers** <https://vestimentastipicas.com/america/argentina/>

### Textiles:

*Leather accessories. Silk skirts, gabardine shirts and vests, sheep wool.*



Source: <https://archivos.fnartes.gob.ar/publicaciones/La-argentina-textil.pdf>

## National Footwear: Potro boot and Spadril



Creole boot, self-manufactured, which is called "foal boot", heir to those existing in antiquity. It is a typical footwear part of the traditional attire of the gaucho.

The pony boot is always rawhide and self-made by its user; any gaucho or criollo made their own cheaply using a cheap and abundant resource at the time (horse leather).

The spandril is very light, has a good grip on the ground, and is very thin. Currently, its fabric is industrialized, and nylon threads and rubber soles are used, as well as with canvas cover and base of vegetable fiber.

Source: <https://www.lanacion.com.ar/economia/campo/la-bota-de-potro-criolla-un-calzado-tipico-del-atuendo-tradicional-nid29012022/>

Source picture potro boots: <https://www.lanacion.com.ar/economia/campo/la-bota-de-potro-criolla-un-calzado-tipico-del-atuendo-tradicional-nid29012022/> Autor : "Andrés Ramón Jacquelin"

[https://www.lanacion.com.ar/resizer/DWB02r-CdurTmPNEwB9cpkYzawY=/1200x800/smart/filters:format\(webp\):quality\(80\)/cloudfront-us-east-1.images.arcpublishing.com/lanacionar/6V3HZVV3SFGEBJ35X55FDMFHIE.jpg](https://www.lanacion.com.ar/resizer/DWB02r-CdurTmPNEwB9cpkYzawY=/1200x800/smart/filters:format(webp):quality(80)/cloudfront-us-east-1.images.arcpublishing.com/lanacionar/6V3HZVV3SFGEBJ35X55FDMFHIE.jpg)

Source picture:

<https://i.pinimg.com/564x/03/c1/3a/03c13aff44ee275260da99a7a9359daa.jpg>



**National Flower: Ceibo**



Ceibo is found in watercourses, swamps, estuaries, and wet places. Due to the showiness of its flowers, they are cultivated in walks, parks, and squares. It was declared the "national flower" in Uruguay and Argentina.

**Predominant Style:** *Elegant and classic.*

Argentine culture reflects the European style of the majority of ancestors, (specially in urban Buenos Aires City).

**Birthday Greeting in Argentina (in original language):** "Feliz cumpleaños"

**Ceremonial:** In Argentina, people greet each other with a single kiss. If you are a man and you greet another man, depending on the region, you can also greet them by shaking hands or with a kiss. The kiss is usually on the cheek, not in the air, depending on your relationship with the person you are greeting. In formal or work environments, it is better to shake hands.

# FRANCE

*By Valeria Doustaly and Samia Laaboudi*

**Name of the Country & Capital City:** France, Paris



Source: <https://fr.123rf.com/>

## Weather

The climate in Paris is continental and, therefore, primarily mild across four distinct seasons. Extreme cold or heat is rare, while rain is very frequent.

## Flag: French flag

The French national tri-color flag was adopted in 1794. The blue, white and red symbolize the values of the French revolution, which are “Liberty, equality, fraternity”:

Blue: Equality

White: French monarchy

Red: Blood of all the soldiers that defended France during the war

Source: <https://www.britannica.com/topic/flag-of-France>



### Typical costume with description of colors and textiles:

There is no French national costume. However, there are plenty of regional dresses. A symbolic French outfit for women, men and children is the “*marinière*”, a white sweater with navy horizontal blue lines and the “beret”.



Source: [https://www.leberetfrancais.com/en/le-beret-francais/84-8123-berlingot-berets.html#/108-color-bleu\\_crepuscule\\_denim](https://www.leberetfrancais.com/en/le-beret-francais/84-8123-berlingot-berets.html#/108-color-bleu_crepuscule_denim)

**Textiles:** Most of the textiles are used due to the continental weather.

**Footwear:** Paris is one of the most walkable cities in the world. The most common footwear will be flats and sneakers.

### National flower: Fleur-de-lis

The Fleur-de-lis flower was the symbol used by French royalty, as you can see below with the Louis XIV king portrait:



© istock Source : <https://maison.20minutes.fr/mm4810-fleur-de-lys/>



source: Wikimedia Commons, Domaine Public



Sources: [https://en.wikipedia.org/wiki/Louis\\_XIV](https://en.wikipedia.org/wiki/Louis_XIV)  
<https://en.wikipedia.org/wiki/Fleur-de-lis>

**Predominant style:** Sporty and casual chic

**How to greet someone on their birthday (in original language)?**

Joyeux anniversaire!



# MALAYSIA

By Anushya Safira

**Name of the Country & Capital City:** Malaysia. Capital: KUALA LUMPUR



Southeast Asia Map: [https://www.researchgate.net/figure/The-South-China-Sea-Map-modified-from\\_fig1\\_299539149](https://www.researchgate.net/figure/The-South-China-Sea-Map-modified-from_fig1_299539149)

## Malaysia *National and State Capitals*



Malaysia Map: [https://www.123rf.com/photo\\_84636793\\_malaysia-map-and-flag-vector-illustration.html](https://www.123rf.com/photo_84636793_malaysia-map-and-flag-vector-illustration.html)

The Malaysia Map below shows the geographical location of this nation with respect to its neighboring countries. Malaysia consists of Peninsular Malaysia, also known as West Malaysia, and East Malaysia, known as Sabah and Sarawak.

The North of Peninsular Malaysia is the nation of Thailand and to the south is the nation of Singapore. East Malaysia consists of the states of Sabah and Sarawak on the island of Borneo. The oil-rich nation of Brunei borders the state of Sarawak. Kalimantan of Indonesia is located to the south of these two states. Malaysia consists of 13 states and three federal territories. Peninsular Malaysia consists of 11 states and two federal territories.

**The 11 states are:**

- Perlis Indera Kayangan
- Kedah Darul Aman
- Penang “Pearl of the Orient”
- Perak Darul Ridzuan
- Selangor Darul Ehsan
- Negeri Sembilan Darul Khusus
- Malacca “The Historic State”
- Johor Darul Ta’zim
- Kelantan Darul Naim
- Terengganu Darul Iman
- Pahang Darul Makmur

**The two federal territories are**

- Wilayah Persekutuan Kuala Lumpur or Kuala Lumpur (the capital of Malaysia)
- Wilayah Persekutuan Putrajaya or Putrajaya (the federal administrative capital)

East Malaysia consists of two states and one federal territory. The two states are:

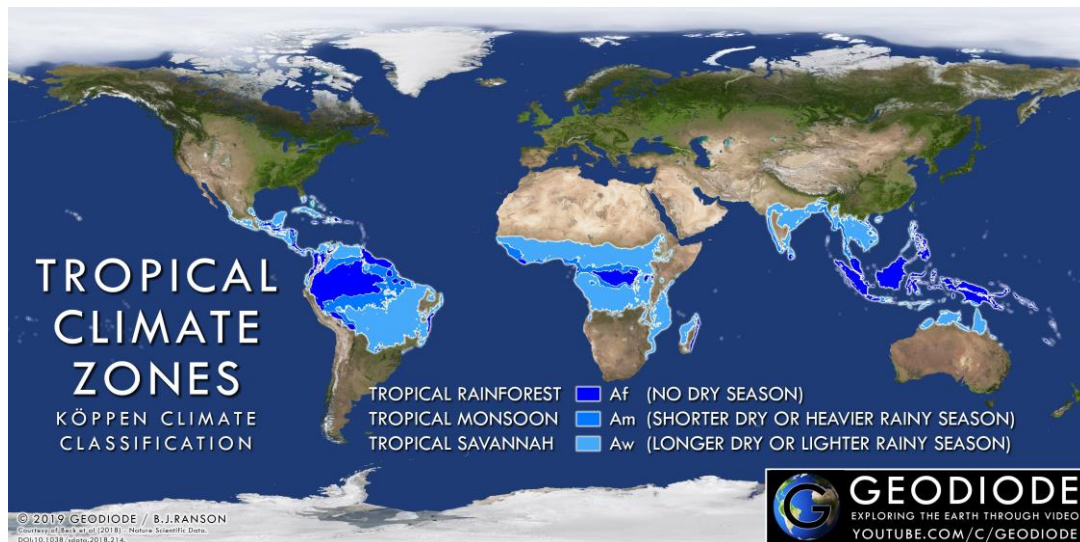
- Sabah “Land Below the Wind”
- Sarawak “Land of the Hornbill”



The federal territory in East Malaysia is Labuan.

**Tropical Rainforest:** Borneo Rainforest <https://rainforests.mongabay.com/borneo/>

### Tropical Climate Zones



Tropical Climate Zones : <https://www.pinterest.com/geodiode/>

### WEATHER

Malaysia enjoys tropical weather year-round; however, the climate is often quite humid due to its proximity to water. Despite this, the weather is never too hot, and temperatures range from a mild 20°C to 30°C average throughout the year; however, the highlands experience cooler temperatures.

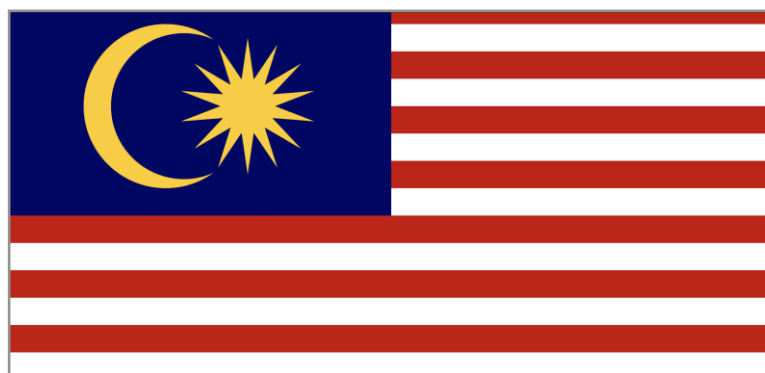
The nature of Malaysia's weather and climate means it experiences a monsoon season; however, this varies depending on the destination. The southwest experiences its monsoon season from May to September, while November to March is the wettest in the northeast. The best times to visit, especially for beach holidays, are during January and February on the west coast, April in Sabah, June and July on the east coast, and Sarawak.

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The monsoon, also, varies on the Peninsular Malaysia coastline, where Kuala Lumpur experiences rainfall from March to April and September to November. The popular Peninsular generally receives a rainfall average of 2500 mm annually, while East Malaysia experiences 5080 mm of annual rainfall. However, outside the monsoon season, the climate is very pleasant, and the weather is characterized by warm sunny days and slightly cooler nights making Malaysia a pleasant place to visit at almost any time of year.

### Flag

The national flag of Malaysia, also known as the Stripes of Glory (Malay: Jalur Gemilang), is composed of a field of 14 alternating red and white stripes along the fly and a blue canton bearing a crescent and a 14-point star known as the Bintang Persekutuan (Federal Star). The 14 stripes of equal width, represent the equal status in the federation of the 13 member states and the federal territories, while the 14 points of the star represent the unity between these entities. The crescent represents Islam, the country's state religion; the blue canton symbolizes the unity of the Malaysian people; the yellow of the star and crescent is the royal color of the Malay rulers.



Malaysia Flag

[https://commons.wikimedia.org/wiki/File:Flag\\_of\\_Malaysia.svg](https://commons.wikimedia.org/wiki/File:Flag_of_Malaysia.svg)

## National costumes

### Chinese

Cheongsam, also known as the qipao and sometimes referred to as the mandarin gown, is a Chinese dress worn by women which takes inspiration from the qizhuang, the ethnic clothing of the Manchu people. The cheongsam is often seen as a longer, figure-fitting, one-piece garment with a standing collar, an asymmetric, left-over-right (youren) opening and two side slits, and embellished with Chinese frog fasteners on the lapel and the collar. It was developed in the 1920s and evolved in shape and design.

It was popular in China from the 1920s to 1940s, overlapping the Republican era, and was popularized by Chinese socialites and high-society women in Shanghai. It was also one of the national dresses of the Republic of China in 1929 and is currently the national dress of China, which symbolizes a generic Chinese national identity rather than a specific ethnic and/or ancestral identity. Although the cheongsam is sometimes perceived as being traditional Chinese clothing, the cheongsam continues to evolve with times as it responds to contemporary modern life.



**Textiles:** Cheongsams are made of silk textiles and are generally known as ling (twill damask), Luo (gauze), Juan (silk tabby) and duan (satin).

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**Footwear:** Best to pair with a covered kitten heel (preferably similar colour to the cheongsam) to compliment the demure and elegant look of a cheongsam.

Lady in Red Cheongsam : <https://shopee.com.my/Retro-Women-Long-Red-Chinese-Cheongsam-Dragon-Phoenix-Embroidery-Qipao-Cocktail-i.91058574.1759676150>



Traditional Red Heel for Cheongsam : <https://www.pinterest.com/pin/chinese-wedding-shoes-red-brocade-cheongsam-shoes-red-etsy--514395588695854189/>

## Indian

A sari or saree (sometimes also shari) is a women's garment from the Indian subcontinent, that consists of an un-stitched stretch of woven fabric arranged over the body as a robe, with one end tied to the waist, while the other end rests over one shoulder as a stole (shawl), baring a part of the midriff. It may vary from 4.5 to 9 yards (4.1 to 8.2 meters) in length, and 60 to 120 centimeters (24 to 47 inches) in breadth, and is form of ethnic wear in India, Pakistan, Sri Lanka and Nepal. There are various names and styles of sari manufacture and draping, the most common being the Nivi style. The sari is worn with a fitted bodice commonly called a choli (ravike or kuppasa in Southern India, and cholo in Nepal) and a petticoat called ghagra, parkar, or ul-pavadai. It remains fashionable in the Indian Subcontinent today.





**Textiles:** Sarees are generally made of either silk or cotton; some silks are known as Banarasi Silk saree, Kasheeda saree, Khun Saree, Kasuti saree, Chanderi saree, Tant saree, Kanjeevaram saree, Assam Silk saree, Batik Print saree, Tussar silk saree, Assam Muga silk saree, Dhakai Jamdani saree, Panchampalli saree, Mysore silk saree, Cotton saree, Patola saree, Leheriya sarees, Maheshwari saree, Mundum Neriyathum saree, Bhagalpuri silk saree and Pattu saree.

**Footwear:** Best to pair with peep toe heel (preferably similar colour to the saree) to compliment the elegant yet sensual look of a saree

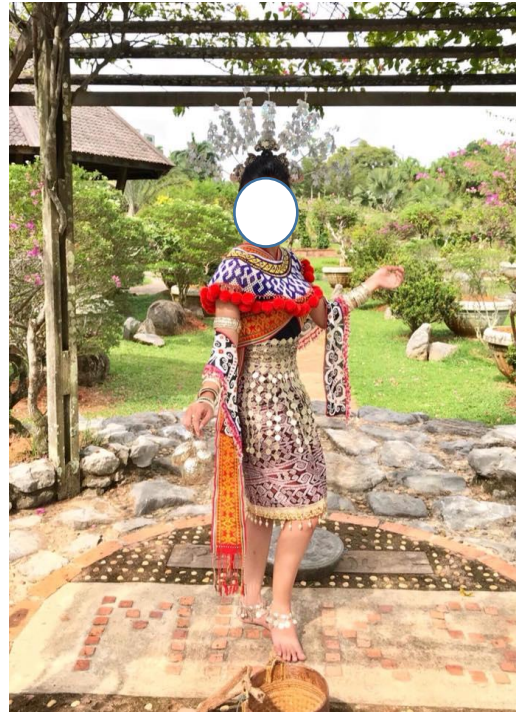


## MALAY

Malays (Malay: Orang Melayu, Jawi: **أورڠ ملايو**) are an Austronesian ethnic group native to eastern Sumatra, the Malay Peninsula and coastal Borneo, as well as the smaller islands that lie between these locations — areas that are collectively known as the Malay world. These locations are today part of the countries of Malaysia, Indonesia (eastern and southern Sumatra, Bangka Belitung Islands, western coastal Borneo (Kalimantan) and Riau Islands), the southern part of Thailand (Pattani, Satun, Songkhla, Yala and Narathiwat), Singapore and Brunei Darussalam.

There is considerable linguistic, cultural, artistic, and social diversity among the many Malay subgroups, mainly due to hundreds of years of immigration and assimilation of various regional ethnicity and tribes within Maritime Southeast Asia. Historically, the Malay population is descended primarily from the earlier Malayic-speaking Austronesians and Austroasiatic tribes. They founded

several ancient maritime trading states and kingdoms, notably Brunei, Kedah, Langkasuka, Gangga Negara, Chi Tu, Nakhon Si Thammarat, Pahang, Melayu and Srivijaya.



The advent of the Malacca Sultanate in the 15th century triggered a significant revolution in Malay history, the significance of which lies in its far-reaching political and cultural legacy. Common definitive markers of Malayness – the religion of Islam, the Malay language, and traditions – are thought to have been promulgated during this era, resulting in the ethnogenesis of the Malay as a major ethnoreligious group in the region. Malacca set a standard that later Malay sultanates emulated in literature, architecture, culinary traditions, traditional dress, performing arts, martial arts, and royal court traditions. The golden age of the Malay sultanates in the Malay Peninsula, Sumatra and Borneo saw many of their inhabitants, particularly from various tribal communities like the Batak, Dayak, Orang Asli, and the Orang Laut become subject to Islamisation and Malayisation. Throughout history, the term "Malay" has been extended to other ethnic groups within the "Malay world". This usage is nowadays confined mainly to Malaysia, where descendants of immigrants from these ethnic groups are termed as anak dagang ("traders") and are predominantly from the Indonesian archipelago such as the Acehnese, Banjarese, Bugis, Mandailing, Minangkabau and Javanese.



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The Malays have been known as a coastal-trading community with fluid cultural characteristics throughout history. They absorbed, shared, and transmitted numerous cultural features of other local ethnic groups, such as those of Minang and Acehnese.

**Textiles:** Kebaya upper garment is traditionally made from lightweight fabrics such as brocade, cotton, gauze, lace, or voile, sometimes adorned with embroidery.

The lower garment for the outfit is known as sarong, kemben or kain, a long piece of cloth wrapped and tucked around the waist or under the armpits, either made of batik, ikat, songket or tenun.

**Footwear:** The proper footwear when wearing a nyonya kebaya is Peranakan beaded slippers, also called 'kasut manik' or 'manek aey'. There are two styles of Peranakan beaded slippers – covered or peep toe.



## SARAWAKIAN

Characteristic	Sarawak Traditional Costume			
Sample of Costume				
Ethnic	Orang Iban	Orang Ulu	Orang Bidayuh	Orang Melanau
Clothes Name	Baju burung	-	-	-
Material	Metal & beads	Velvet & goat leather	Satin	<i>Songket</i>
Accessories	Hornbill, silver	Hornbill & Copper earring	Tree bark, silver coins & bear teeth necklace	Sengkulon & hair bun
Weapon	Shield & sword	Shield & spear	-	-

### Baju Burung worn by Ibanese men Ngepan Iban worn by Ibanese women

Sarawak has six main ethnic groups, Iban, Chinese, Malay, Bidayuh, Melanau, and Orang Ulu, and several ethnic groups with more minor but still large populations, such as Kedayan, Javanese, Bugis, Murut, and Indians.

In 2015, the Bidayuh and Iban, the two largest indigenous ethnic groups in Sarawak, were officially recognized by the Malaysian government as comprising the Dayak race. A total of 1,219,874 Dayak residents in Sarawak, based on the 2021 statistics, make it the largest ethnic group in the state. The Iban were, in the past, a society that paid particular attention to social status, especially those who displayed military prowess and those who showed expertise in various fields such as agriculture and oratory. Specific terms are used to refer to those belonging to certain social strata, such as raja beraini (rich and brave), orang mayuh (commoner), and ulun (enslaved person). Despite modern influences, the Iban still observe many traditional rituals such as Gawai Antu (Festival of the Dead) and Gawai Dayak (Harvest Festival).

The **ngepan indu** traditionally worn by Iban women is more than just beautiful clothing - it embodies the culture of the largest ethnic group in Malaysia's Sarawak state.

**Footwear:** Barefeet

## SABAHAN



**Gaung and souva by Kadazan men      Sinuangga and tapi by Kadazan women**

The people of Sabah are divided into 32 ethnic groups, of which only 28 are recognized as Bumiputera, or native ethnic groups of the Land of Borneo.

The largest indigenous ethnic groups in Sabah are Kadazandusun, Bajau, followed by Brunei, Murut, Suluk, Iranun, Orang Sungai, Ida'an, and Bisaya. Sabah also has a small number of Indians and other Asian races. The Cocos and Tidong people are also one of the ethnic minorities living in Sabah, especially in the Tawau Division and the Lundayeh are also one of the ethnic minorities living in Long Pasia. As well as the Rungus ethnic group living in Kudat. Generally, all people who come from Sabah are known as "Orang Sabahan" or ( Sabahan in English ) and consider themselves as such.

The demography of Sabah consists of various ethnic groups, including:

- KadazanDusun (including Lotud, Tatana, Kwijau, Minokok, Kimaragang, To bilung, Tagahas, and Sonsogon )
- Bajau (including Bajau Samah, Ubian, Kagayan, and Bajau Laut
- Paitan people (including Sungai, Tambanuo, Sebang, Inokang, Bowang, Puawang, Rumanau, Makiang, Sagamo, and Lobu)
- Malay Brunei
- Murut (including Nabai, Paluan, Gana, Akolod, and Tanggara)
- Ida'an (including Buludupi)
- Lundayeh (including Lun Bawang )
- Rungus
- Kedayan
- Bisaya
- Dumpas
- Sukang (including Mangkaak )
- Tidong
- Begahak or Begak
- Subpan or Dusun Subpa
- Bonggi
- Molbog or Balabak
- Cocos people
- Iranun
- Suluk
- Bugis
- Ethnic Sabahan Chinese who have mixed ancestry with natives (Sino)

### **Kadazan Women**

“Sinuangga” and “tapi” is known as the traditional garments for Kadazandusun women. They wear short shirts which is sinuangga, wrap-skirt tapi and batik scarf fitted with belt himpogot (silver dollar coins) and some gold jewelry such as necklace (hamai), bangles (gohong), earrings (simbong), ring (sinsing) and brooch (pawn). The basic material for making sinuangga is black commercial fabric, silk or velvet for ceremonial occasions. It is made from cotton for daily wear. Sinuangga is a blouse with short sleeves and U-neck worn by younger women. It is having sober embroidery along the opening for head and arms, and along the seams at the sides and along the middle of the back which is red, yellow, and cream cotton yarn.

The gold-plated silver betawi buttons are looped through a string on the inside. Betawi buttons used to be fixed all the way up to the neck for ceremonial occasions and halfway up from the lower end of the blouse for daily wear. Now days, the buttons are tied together from the top down to the bottom of the blouse with a cotton thread. There are thirty or more gold buttons sewn in a double row on sinuangga.

“Tapi” is a long cylindrical wrap-skirt and formerly of plain black cotton. Now days, it is often enlivened with siring, which is gold trimming, running over the hips, in front of the skirt, crossed by another band of trimming from the waist down. A Kadazandusun lady wearing the traditional costume normally emphasize the slimness of their waist is considered as beautiful.

### **Kadazan Men**

Gaung and souva is the traditional garments of the ethnic Kadazandusun men. Gaung is a long-sleeved shirt without embroidery. It is decorated with gold trimming and gold buttons on now days. Souva is black trousers worn with waistband that is “toogot” and there are gold trimming on the seams along the hips for modern trousers. Besides, the headcover of handwoven “kain kasar”, “siga” is, also, worn to complete a look. Siga can be either folded or twisted. They wear it for ceremonial purposes such as Harvest Festival. The material for making siga is cotton. It is come from a "fruit" called Kapok. The dyes also come from plants.

**Footwear:** Barefeet

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Traditional wear worn by multicultural women in Malaysia:  
<https://tsnra.wordpress.com/2011/09/16/6-traditional-clothes-of-malaysians/>

**National flower: HIBISCUS**



Hibiscus, or in Malaysia, we call it Bunga Raya, is a genus of flowering plants in the mallow family, Malvaceae. The genus is large, comprising several hundred species native to warm temperate, subtropical and tropical regions worldwide. Member species are renowned for their large, showy flowers, and those species are commonly known simply as "hibiscus" or less widely known as rose mallow. Other names include hardy hibiscus, rose of Sharon, and tropical hibiscus.

A tea made from hibiscus flowers is known by many names around the world and is served both hot and cold. The beverage is known for its red colour, tart flavour, and vitamin C content.



**Style In Malaysia: Multicultural Fashion**

The culture of Malaysia draws on the varied cultures of the different people of Malaysia. The first people to live (and remain) there were indigenous tribes. - They were followed by the Malays, who moved here from mainland Asia in ancient times. Chinese and Indian cultural influences made their mark when trade began with those countries and increased with immigration to Malaysia. Other cultures that heavily influenced that of Malaysia include Borneo, Persian, Arabic, British, Dutch, and Portuguese. The many different ethnicities that currently exist in Malaysia have their own unique and distinctive cultural identities, with some crossover by mainstream Western and Eastern fashion.

**GREET SOMEONE ON THEIR BIRTHDAY (IN ORIGINAL LANGUAGE)****BAHASA MALAYSIA OR BAHASA MELAYU**

*Selamat Hari Jadi*

**TAMIL**

பிறந்தநாள் வாழ்த்துக்கள்

*Piṟantanā! vāḷttukka!*

**MANDARIN**

生日快乐

*Shēng rì kuài lè*

# MEXICO

*By Silvia Jimenez*

## Name of the Country & Capital City:

Mexico's official name is Estados Unidos Mexicanos. However, the country is universally recognized as Mexico. Its capital is Mexico City (CDMX).

## Weather:

Given that Mexico has many mountains with rapid elevation, temperature, and rainfall changes, it can become complicated to classify its climate. However, its seven main climate regions are shown on the map:



Source: <https://geo-mexico.com/?p=9512>

## Flag:

The Mexican flag consists of a rectangle divided in three equal vertical bands with the following colors, beginning from the left: green, white and red. The green stripe stands for hope, white means unity and the red stands for the blood of their heroes who lost their lives while fighting for their independence.





In the central white band is the national coat of arms, which is an eagle holding a snake in its beak. The eagle stands on a nopal (cactus plant). It dates to the time of the Aztecs coming to the Valley of Mexico and is based on the legend of the founding of the Aztec capital, Tenochtitlan.

The legend says that the Aztecs left their home to look for a place to start a new life. Their god had told them to find a lake where an eagle with a snake in its beak would stand on a nopal cactus. After much travelling, the Aztecs eventually reached the Valley of Mexico. In the center of the valley was a large, salty lake. On a small island in the lake, they saw the eagle stood on the nopal cactus, holding a live snake in its beak. The Aztecs were sure that this was the sign they had been seeking, and in about 1325, they established their capital city on the island, calling it "Tenochtitlan".



Source:

Chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://embamex.sre.gob.mx/reinounido/images/stories/PDF/Meet\_Mexico/2\_meetmexico-symbolsofmexico.pdf

### National Costume:

A charro or charra outfit or suit (*traje de charro*, in Spanish) is a style of dress originating in México and based on the clothing of a horseman, the charro. The charro outfit is associated with Mexico around the world. It is seen as a national emblem and a way to express personal pride in Mexican heritage. Charro outfits can be worn by men or women and have various levels of formality, from work wear to very expensive formal attire. They are made of suede, suede over fabric, and suede over suede.

A basic charro outfit worn by men consists of long, tight pants covered with decoration on the sides, which are made of silver for the most formal and expensive ones. The coat worn by both men and women is short and embroidered. These coats are also known as bolero jackets or chaquetillas. Traditionally, the embroidery is made of metallic thread or even silver thread. Charro outfits also consist of a wide-brimmed hat (sombrero) and silk tie. The charra outfit for women is similar, with women wearing a long, embroidered skirt reaching the ankles instead of pants.



Source: [https://en.wikipedia.org/wiki/Charro\\_outfit](https://en.wikipedia.org/wiki/Charro_outfit)

### Textiles:

The techniques, cuts and weaving of the Mexican textiles are as varied as its population.



Source: <https://www.institutotextilnacional.com/2020/11/25/los-textiles-de-mexico/>

Source: <https://fashionunited.mx/noticias/moda/las-marcas-mas-populares-de-calzado-en-mexico/2018022723860>

**Footwear:** The footwear is ankle boots.

### National flower:

The dahlia is the national flower of Mexico, known to the Aztecs as *acocoxóchitl*)

“plant with tube-like stems”, is a source of food, medicine, and ornamental value.



Source: <https://www.mexconnect.com/articles/1239-did-you-know-mexico-s-national-flower-is-the-humble-dahlia/>

### **Predominant style:**

Likewise, its footwear may be adapted to any user. For the same reason, Mexicans wear whichever dressing and fashion style best suits their daily lives.

### **How to greet someone on their birthday (in the original language)?**

Wishing a happy birthday is by saying “feliz cumpleaños o felicidades” while giving a hug (if it’s an acquaintance, relative or friend). Still, a unique tradition takes place before blowing the candles: singing “Las Mañanitas”. When the song is over, the candles are blown out.



## PERU

*By Gisell Fulle*

**Name of the Country & Capital City:** Perú, Capital: Lima



[https://krasunca.files.wordpress.com/2019/01/map\\_latina\\_america.jpg](https://krasunca.files.wordpress.com/2019/01/map_latina_america.jpg)

Perú, is the third largest country in South America.

Perú has 32.67 million habitants. Its capital Lima has around 30% of habitants, that is, almost 10 million people living there.

It is in the western part of South America and shares its borders with Ecuador, Colombia, Brazil, Bolivia, and Chile. It covers three regions: Coast, Mountains, and Jungle

The main cities are: Lima, Cuzco, Callao, Arequipa, Trujillo, and Chiclayo.

Source: <https://krasun.ca/2019/01/27/social-work-education-in-latin-america>

### **Weather:**

Peru has three different geographical regions coast, highland, and jungle. Each with a different climate.

Jungle: Humid and tropical climate with high rainfall



<https://i.ytimg.com/vi/jpAiC8A7myQ/maxresdefault.jpg>

Highland: Dry and temperate climate with large temperature variations in a day due to the altitude that exceeds 5,000mts



<https://portal.andina.pe/EDPFotografia3/thumbnail/2019/03/26/000573692M.jpg>

Coast: sun, average temperatures, and high humidity





<https://mapio.net/images-p/47543681.jpg>

Source: <https://www.wamanadventures.com/blog/todo-lo-que-necesita-saber-sobre-el-clima-en-el-peru/>

**Flag:**



<http://4.bp.blogspot.com/->

[oxEtar38pqg/V1bQrOkDial/AAAAAABMI/JH8JIZZbJMooY0B8AeW3nHwCZbeUod7YgCK4B/s1600/5Bandera%2BNacional%2Bde!%2BPer%25C3%25BA.JPG](http://4.bp.blogspot.com/-oxEtar38pqg/V1bQrOkDial/AAAAAABMI/JH8JIZZbJMooY0B8AeW3nHwCZbeUod7YgCK4B/s1600/5Bandera%2BNacional%2Bde!%2BPer%25C3%25BA.JPG)

The flag of the Republic of Peru is one of the official patriotic symbols representing Peruvians' history, struggle, and culture, with which it feels identified throughout the world and defines its identity and union.

### **Colors, descriptions and inspiration:**

The Flag is a rectangle composed of three vertically arranged stripes of equal width: one white in the center and two red at the ends. It does not have a shield. It is attached to the upper part of the pole by the side of one of the red stripes.

The colors of the Peruvian flag were inspired by General José de San Martín's observation of the colors of the "parihuanas", birds that abound in the bay of Paracas in Peru and that flew over the liberating squadron at the time of their landing.

It is also said that the flag of Peru is red because it was the color of war for the Incas and because it symbolizes the generous blood of our heroes and martyrs. At the same time, the white of its central band represents the purity of feelings, freedom, social justice, and peace.

Source: <https://bicentenariodelperu.pe/por-que-la-quina-nuestro-arbol-nacional/>

### **National Costume:**

The typical clothing of Peru is divided into its 3 regions: coast, mountains, and jungle

#### **Typical Clothes at the Coast Area:**

The typical clothes of Peru in the coastal area are very light, simple, and comfortable. As it is a region with a warm climate, the clothing must adapt the clothing to the northern seafaring dynamics typical of these cities.

The primary colors used are white, blue, fuchsia, and yellow—all fabrics with happy colors.



[http://3.bp.blogspot.com/-zZLtkwujx1Q/VOJh-CA8oII/AAAAAAAAAFI/g8WGhDJcebA/s1600/marineran1\\_l.jpg](http://3.bp.blogspot.com/-zZLtkwujx1Q/VOJh-CA8oII/AAAAAAAAAFI/g8WGhDJcebA/s1600/marineran1_l.jpg)



### Typical Clothes at the Highland Area:

This region is cold and a bit rough for life; for this reason, the typical clothing of Peru in the mountains is very different from the typical costume of the coast. This typical clothing has as its primary function to preserve the body from the cold and blizzards, for which thick fabrics and wool are used in its preparation.

The colors they use are: red, blue, black, and orange.



<https://vestimentastipicas.com/wp-content/uploads/2021/08/QuechuaWoman.jpg>

[https://vestimentastipicas.com/wp-content/uploads/2021/08/peru-143872\\_\\_340.jpg](https://vestimentastipicas.com/wp-content/uploads/2021/08/peru-143872__340.jpg)

### Typical Clothes at the Jungle Area:

The Jungle Area is the hottest in the entire Peruvian territory. The typical costumes of the jungle belong to the indigenous communities that coexist in the Amazon. These tribes share a taste for very loose and small-sized suits. Men and women use the *Cushma*, which consists of a long, very loose tunic sewn only on the sides and decorated with vegetable inks using geometric shapes.



Source: <https://vestimentastipicas.com/america/peru/>



<https://i.pinimg.com/originals/9b/8f/db/9b8fdb98b7509194e2a507fcd391440.jpg>

Source: <https://vestimentastipicas.com/america/peru/>

### Textiles:

The Peruvian cotton is the most used textile. It is synonymous with quality and recognition in the textile industry worldwide. Its different varieties are considered the best in the world due to high quality and fine-textured fibers. "Peruvian cotton" are well-known types such as: Tangüis, Del Cerro, Áspero, Supima, or Pima, and the latter is, considered the finest cotton in the world.

Pima cotton has extraordinary length, fineness, and softness in its fibers. This type of cotton in textiles ensures a product with excellent, uniform and, above all, resistant yarns. It is important to note that this type of cotton is harvested by hand, a

fundamental factor for its purity and one of the main reasons it is one of the flagship products of Peru. Its quality controls highlight its nature and make it the favorite of the most demanding markets on the planet.



<https://peru.info/archivos/publicacion/109-imagen-16325611122017.jpg>



<https://www.textiles-tejidos.net/wp-content/uploads/2020/03/nombres-de-telas-de-algodon.jpg>

Source: <https://peru.info/es-pe/talento/noticias/6/26/peru-alberga-el-algodon-mas-fino-del-mundo#:~:text=El%20algod%C3%B3n%20peruano%20es%20sin%C3%B3nimo,final%20textura%20de%20sus%20fibras.>

Vicuña fiber is the most exclusive and expensive fabric in the world. It is used in the luxury textile industry to make scarves, shawls, sweaters and the occasional jacket or coat for men.

Source: <https://fleetpeople.es/la-fibra-mas-cara-del-mundo-vicu%C3%B1a/> and <https://www.magazinehorse.com/en/vicu%C3%B1a/>



*Garments made in vicuna – Ermegildo Zegna – Fall 2014/2015*

### **Footwear:**

The most common shoe in Peru in big cities is the tennis shoe and special and typical sandals in forest or mountains.

### **National flower:**

The Cantuta flower was considered a sacred species during the Inca period, so much so that it was even carried as a symbol of each of its achievements and conquests at that time. Due to this high symbolic value in our history and cultural identity, and due to the need to promote its conservation as an emblematic native species from those times to the present, it is now popularly known as "The national flower of Peru".



[https://cdn.www.gob.pe/uploads/document/file/2234887/standard\\_01.jpeg.PNG.PNG](https://cdn.www.gob.pe/uploads/document/file/2234887/standard_01.jpeg.PNG.PNG)

Source: <https://www.gob.pe/institucion/minam/noticias/542953-sabes-cual-es-la-flor-nacional-del-peru>

### **Predominant style:**

Traditional and diverse.

**How to greet someone on their birthday (in original language)?**

We sing Happy Birthday or Feliz cumpleaños, celebrate with family and friends with a cake and blow out the candles.

## PHILIPPINES

*By Karen Ibasco*

**Name of the Country & Capital City:**

Philippines, Manila



Source: <https://www.globalr2p.org/countries/the-philippines/>

**Weather:**

Tropical and maritime climate with high humidity

**Flag:** *Philippine Flag*



Source: <https://www.britannica.com/topic/flag-of-the-Philippines>



Colors and symbolization of the Philippine flag:

- **Blue:** Patriotism and justice
- **Red:** Valor
- **White:** Peace and purity
- **3 Stars:** Three main geographical regions of the Philippines namely Luzon, Visayas and Mindanao
- **Sun:** Independence
- **8 Rays of the Sun:** Eight provinces that led the Philippines uprising against Spanish rule

**National Costume:**

*Female National Costume: Filipiana*



Source: Pinterest

*Male National Costume: Barong Tagalog*



Source: Pinterest

**Color:** The traditional color of the Filipiana and Barong Tagalog are off white but colorful ones are accepted in the modern times.

**Textiles:**

The textile used is Piña (Pineapple) fabric, which is the most commonly used fabric for the national costume because pineapple is widely available in the Philippines.

## SECOND PAPER ON CULTURAL SUSTAINABILITY

“Filipiniana is a traditional dress worn by women in the Philippines. It is usually made of piña and other natural materials in the country. Filipiniana is the counterpart of Barong Tagalog traditionally worn by men.”

Source: <https://www.kulturafilipino.com/collections/filipiniana>

### **Footwear:**

*National Footwear: Wooden Slippers/ Bakya*



Source: <http://foottalk.blogspot.com/2009/03/bakya-at-you.html>

“The national footwear of the Philippines is wooden clogs with a plastic strap and called ‘bakya.’ Bakya are made from local light wood, e.g. santol and laniti. These are cut to the desired foot size before being shaven until smooth. The side of the bakya is thick enough to be carved with floral, geometric or landscape designs. Afterwards, the bakya are painted or varnished. Uppers of plastic or rubber are fastened using clavitos (tiny nails).”

### **National flower:**

*National Flower: Sampaguita*



Source: <https://www.nationalmuseum.gov.ph/>

*“Jasminum sambac, commonly known as Sampaguita, was declared the national flower by Governor-General Frank Murphy in 1934. Its white flower is believed to symbolize purity, fidelity, and hope.*

**Predominant style:** Modest and conservative

**How to greet someone on their birthday (in original language)?**

Birthday Greeting in Filipino: “Maligayang Kaarawan!”

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## **THE FUTURE WORK**

We want to add more countries and more cultures in our Third Paper.

**Be part of it!**

**Thanks!**