

Application of sustainable design strategies to improve the competitiveness of apparel products in the Egyptian market

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Abstract:

Activating sustainability in the apparel industry has become more a necessity than a kind of luxury, because of the increasing awareness of apparel industry's negative impact on environment, social and economic sectors. This research aims to activate the role of design in enhancing the competitiveness of sustainable garment products in the Egyptian market by applying sustainable design strategies aiming to reduce the negative environmental, social, and economic impact of this industry.

In order to apply the design strategies and improve the competitiveness of sustainable design methods, a total number of 20 sustainable apparel designs for women were developed, aligned with Egyptian tradition and requirement in an innovative vision of the cultural heritage arts in Egyptian society. A questionnaire was developed and applied through Google forms, a number of 50 academics and specialists in the apparel industry have participated in the study, and results were analyzed through Statistics Program for Science (SPSS).

Five designs were produced into wearable garments. The results proved that used strategies for sustainable design meet the standards consumption of high quality by reducing the chances of getting rid of the proposed designs, in addition to enhancing the competitive position of these products among the targeted market segment.

The results of the research showed that the application of sustainability in the Egyptian apparel industry could be one of the most important elements of competitiveness, which helps Egyptian companies to provide products follow the global fashion trends yet achieve the requirements of the Egyptian consumer and meet their needs.

Keywords:

apparel design, sustainable fashion, design strategy, apparel market