

## **The impact of digital fashion on fashion designers in light of the current digital revolution**

**Associ. Prof. Dr. Mai Samir Kamel Ali Mohamed**

**Associate Professor at The Higher Institute of Applied Arts, 5<sup>th</sup> settlement, Egypt**

[drmaisamir82@gmail.com](mailto:drmaisamir82@gmail.com)

### **Abstract:**

The spread of the digital society has become an essential for various human activities, so the designer has the ability to create, publish and share content across on line , and COVID-19 has accelerated the digital transformation of fashion and fashion brands have adopted new digital methods, The research problem is to answer the following questions , Has the COVID-19 affected the increase in the spread of digital fashion technology and is the graduate able to design and digital display of fashion in light of the current digital revolution, especially In light of the COVID-19 ),The aim of the research is to put forward a proposal to teach a set of courses whose goal is to be a graduate capable of digital design for fashion and digital display in light of the current digital revolution. For fashion and smart Fashion wearables " SFW", then a proposal was presented by the researcher for a set of courses proposed by the researcher to be taught in the fashion and clothing departments in institutes and Facalities of applied arts in light of the digital revolution. Approval of the courses proposed by the researcher to teach digital design in the clothing and fashion departments in the institutes and colleges of applied arts in each of the three entities, namely the academic authorities with an approval rate of 80%, and the owners of companies and factories with an approval rate of 97%, and students and graduates with an approval rate of 83%.

### **Keywords:**

Digital Design, digital applications , SFWS