

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, 5th settlement, Egypt

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

Introduction :

Today, the world is facing digital technologies where through the touch of the screen, products and information are connected globally everywhere (1). Life has become increasingly digital during the current period in ways that were once difficult to imagine as in-person meetings have been replaced by Zoom calls, and shopping has become a Through the information network, and even learning becomes virtual. It's no surprise, then, that fashion has gone digital with runway shows and 3-D collections being bought through video games. And in 2018, Carlings released the first digital apparel collection in which customers could purchase clothes by submitting an image of themselves to be digitally designed. Since then, Tommy Hilfiger has committed to creating, developing and selling digital samples starting in the spring of 2020.(4) The world is now called WOW " World of wearables " The technology of the wearable is the digital technology of everything that is worn (1).

The problem of the research is to answer the following questions:

Has the Corona pandemic affected the increase in the spread of digital technology for fashion?
Is the graduate able to design and display digital fashion in light of the current digital revolution, especially in light of the Corona pandemic and beyond?

The goal 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 of fashion and digital presentation in light of the current digital revolution. There are many courses that must be taught to the student to be a graduate capable of working in the digital market

The limits of the research: a questionnaire was made for three bodies, which are the subject of the study, namely, the academic bodies represented in the Faculty of Applied Arts, Helwan University, the Faculty of Applied Arts, Badr University, October University for Modern Sciences and Arts MSA, the Higher Institute of Applied Arts in the Fifth Settlement, and the sample is represented by 40 faculty members The supporting body and the second party are the owners of companies and factories, and the sample is represented by 30 individuals from the owners of companies and factories, and the third party is represented by students and graduates, with 100 students and graduates.

Research Results :

In response to the research questions, it was found that

The Corona pandemic has affected the increase in the spread of digital technology for fashion
- The graduate is unable to design and display digital fashion in light of the current digital revolution, especially in light of the Corona pandemic and beyond.

The general results of the research were:

The proposed courses were approved by the researcher to teach digital design and display it digitally in the clothing and fashion departments in the institutes and colleges of applied arts in each of the three parties, 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%.

- Based on the results of the questionnaire and suggestions by 170 individuals as a sample for the questionnaire, it was found that adding a fashion software course to the list of courses proposed by the researcher.

- Digital fashion is divided into many groups, and according to the research, the researcher classified the following:

- 1- Digital fashion design.
- 2- Digital display of fashion designs.
- 3- Digital printing of fashion according to the demand for the design.
- 4- Digital follow-up of electronic fashion designs.
- 5- Digital fashion and sustainability.

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