

## Digital Fashion design according to the sustainable development strategy: Egypt Vision 2030

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### **Abstract:**

Digital fashion Be more environmentally friendly than the traditional ways in which clothes are produced, According to the sustainable development strategy: Egypt's Vision 2030, it is now the responsibility of fashion designers and owners of companies and factories to go to digital designs in line with the current digital revolution, Hence the idea of the research where achieving sustainability using digital fashion in accordance with the sustainable development strategy : Egypt's Vision 2030 ,The problem of the research is the scarcity of using digital fashion design in Egypt in light of the current digital revolution, and is creating digital designs with an Egyptian character, that achieves sustainability in accordance with the sustainable development strategy in Egypt.? The goal of the research is to create a variety of digital designs in light of the current digital revolution capable of achieving sustainability and preserving the environment, and the importance of research is to achieve digital and sustainability in the field of fashion according to the sustainable development strategy: Egypt Vision 2030, and The hypothesis of the search is to create digital designs with an Egyptian character to achieve sustainability and digitization in according to the sustainable development strategy: Egypt's Vision 2030.

The search contains the sustainable development strategy: Egypt's vision 2030, virtual digital fashion in light of BIG data, Metaverse , block chain, and fashion trends for the Apparel industry in the period from 2025 to 2030, and the sustainability of digital fashion.As for the practical side of the research is a group of innovative digital designs of an Egyptian character in order to achieve the sustainable development strategy: Egypt Vision 2030 to enable Egypt to be an active player in the international environment and digital markets. And one of the most important search results: Digital fashion is a sustainable industry, but it will not eliminate the presence of physical clothes and In order to achieve sustainability in accordance with the sustainable development strategy: Egypt's Vision 2030, digital design and digital presentation of designs will take place, and therefore marketing, sale, and then production on customization to reduce the use of resources and reduce environmental pollution resulting from industry and production of clothing in the traditional way.

### **Keywords:**

Digital Fashion, the sustainable, Metaverse

### **Introduction :**

Technological developments have increasingly become a part of the fashion industry, which has led to the emergence of digital fashion as a new trend, and digitization is a critical step to ensure the industry's flexibility, sustainability, and long-term suitability. The fashion industry

is one of the largest polluters in the world, as the production and distribution of used clothing contributes to various forms of environmental pollution. While digital fashion can offer a more environmentally friendly solution than the traditional ways in which we produce clothes, and according to the sustainable development strategy: Egypt's Vision 2030, it has become the responsibility of fashion designers and owners of companies and factories to turn to digital designs in line with the current digital revolution, hence the idea of research. In terms of achieving sustainability by using digital fashion according to the sustainable development strategy of the Egyptian state, the research problem is represented in the following:

- The scarcity of using digital fashion design in the Arab Republic of Egypt in light of the current digital revolution.

- Does creating digital designs with an Egyptian character, whether a design or a presentation, achieve sustainability in accordance with the sustainable development strategy in Egypt?

The goal of the research is to create various digital designs in light of the current digital revolution capable of achieving sustainability and preserving the environment. Sometimes designing and sometimes displaying to achieve sustainability and digitization in accordance with the sustainable development strategy, Egypt's Vision: 2030.

The research follows the descriptive and applied approach by designing a set of digital designs to achieve three axes of the strategy, namely: the first axis is economic development through the ability to adapt to global changes, the second axis is energy, where digital designs are able to conserve the consumed energy, the ninth axis represented in the environment In terms of sustainability, reducing the carbon footprint, preserving the environment from pollution and wasting basic resources. The research limits are from the age of 25 to 35 years of women.

### **Summary of search results:**

Among the most important search results are the following:

- Creating digital designs with an Egyptian character that achieves several axes in the sustainable development strategy: Egypt's Vision 2030, and they are:

A - The first axis is economic development through the ability to adapt to global changes.

B - The second axis, which is energy, where digital designs are able to preserve the energy consumed in the design and production of physical products.

C - The ninth axis represented by the environment in terms of sustainability, reducing the carbon footprint and preserving the environment from pollution and waste of basic resources.

The digital fashion industry is a sustainable industry, but it will not eliminate the existence of physical, realistic clothing.

- Consumption will increase according to demand, which is called customization by consumers, owners of companies and factories.

- To achieve sustainability in accordance with the sustainable development strategy: Egypt's Vision 2030, digital design and digital display of designs will be carried out, thus marketing and selling, and then production on demand to reduce the use of resources and reduce environmental pollution resulting from the industry and production of clothes in the traditional way.

- Orientation towards digital design and bespoke production makes Egyptian fashion able to adapt to global changes

Sustainable digital fashion is able to save consumed energy and preserve the environment without wasting basic resources, reduce the carbon footprint of the brand by more than 30%, and contribute to achieving sustainable goals.

Digital fashion designs provide many new job opportunities for designers with the latest technologies, the lowest costs, and the highest profit returns during the current and coming years.

- Creating digital designs with an Egyptian character, whether a design or a presentation that achieves sustainability in accordance with the sustainable development strategy in Egypt.

### Search recommendations:

The research recommends focusing in the coming years on digital brands, customized production or re-trade, and the use of everything used, as well as increasing scientific research in the digital direction and integrating digital and technology into the Egyptian digital fashion industry.

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