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