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Green Fashion Trend Strategy via Zero Waste using Biofinished Cellulosic Fabrics

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Abstract:

Zero waste design technique of garment production was adopted to implement sustainable green fashion trend using biofinished cellulosic fabrics. **Objective**: The aim of this work is to design and apply green fashion designs for women using biofinished cellulosic fabric finished via acid cellulose enzyme and applying zero waste technique i.e., cut and drape technique. **Method**: Five sustainable fashion designs created for women between (20-40) years old were drawn and implemented taking into consideration zero waste design techniques, cut and drape, best fit and appearance, as well as elimination waste of cutting process, functional, aesthetical, elements and principles was evaluated. **Results**: The 5 designs designed, were implemented taking into consideration zero waste technique (cut & drape). The technique itself as well as fitting and appearance were evaluated by questionnaire sheet. Each of the applied designs fulfilled the criteria (Visual Appearance- Garment fit- Sustainability- Manufacturability) of zero waste technique. **Recommendation**: It is recommended to use the technique as it seems to be feasible, ecological, and economically in mass production and may social benefits could be realized.

Keywords:

Green fashion- Cotton fabric- Zero waste- Biopolishing- Fashion design

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