

Frugal innovation approach utilizing Orange Economy in fashion via Graduation project

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Abstract:

The creative economy represents a viable path for growth, achievable through forward-thinking, collaborative policy measures and actions across different industries Fashion industry as an example. This research is establishing a graduation project to: Reviving the Egyptian costume identity in a trendy contemporary way. increasing the economic and social empowerment of women (students of fourth grade clothing and Textile program).to achieve these goals twenty-nine were done taking twelve products as an example evaluating by questioner form cost and profit proposals with brand constructing.

Keywords:

Orange Economy, Fashion Industry, Graduation Projects, Women Empowerments

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