

Frugal innovation approach utilizing Orange Economy in fashion via Graduation project

Rania N. Shaker

Assistant Professor Home economics dept., Faculty of women for arts, Science and education, Ain Shams University, rania.goma@women.asu.edu.eg

Shima H. Abdelrahman

Instructor, Home economics dept. Faculty of Women Ain Shams University shima.hassan@women.asu.edu.eg

Nagah S. Ashour

Assistant Professor Home economics dept. Faculty of Women for arta, Science and Education, Ain Shams University, nagah.ali@women.asu.edu.eg

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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