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## AID BY TRADE FOUNDATION LAUNCHES FIRST STANDARD FOR SUSTAINABLE CASHMERE

### AID BY TRADE FOUNDATION ПУСКА ПЪРВИ СТАНДАРТ ЗА УСТОЙЧИВ КАШМИР

Aid by Trade Foundation launches first standard for sustainable cashmere /The Good Cashmere Standard lays the groundwork for improving the welfare of cashmere goats while incorporating social and environmental standards in cashmere production / Its first focus will be Inner Mongolia/Consumers, producers, and businesses will receive an independent quality seal for sustainably produced cashmere.



Image credit: ©Aid by Trade Foundation

The non-profit organisation **Aid by Trade Foundation (AbTF)** has developed a new standard for sustainable cashmere. In view of the current discussion about the welfare of the cashmere goats, the increasing demand for transparency and corporate responsibility, the foundation is thus taking a timely and necessary step. The Good Cashmere Standard improves the cashmere production on many levels. It covers both the welfare of animals, the protection of nature and the working conditions of farmers and farm workers. It has been developed in close collaboration with animal-rights specialists and independent cashmere-production experts. Farmers and buying stations for cashmere wool in Inner Mongolia are certified only if proven to be in compliance with the standard's criteria. The cashmere farmers first complete a comprehensive series of questions on their livestock-keeping practices. Based on these results, independent third parties visit their farms to verify the proper implementation of the standard. The standard is starting off with 2,000 farmers in the region of Inner Mongolia in northern China, where cashmere goats are kept by settled farmers rather than roaming broad pastures with nomadic herders. Tina Stridde, managing director of AbTF, says, "The Good Cashmere Standard provides a standard for the important

resource cashmere. It meets increased consumer demand for sustainability, quality, and transparency. Many consumers want to be certain that the textiles they purchase were produced in accordance with social and environmental standards and that no animals were harmed in the process." The new standard now offers businesses their first opportunity to sell products made from certified, sustainable cashmere wool from Inner Mongolia. "The demand for The Good Cashmere Standard is correspondingly great. This sends an important signal to the entire textile and fashion sector", continues Stridde. A key stakeholder for The Good Cashmere Standard is the ERDOS Cashmere Group, one of the largest producers of cashmere and based in Inner Mongolia. ERDOS has been an important partner and supporter for the new standard from the beginning and they will offer and process certified cashmere wool already this year - in addition to four other producers. On the demand side Peter Hahn, one of Germany's leading cashmere retailers, has been the first retail partner of The Good Cashmere Standard. Patrizia Strupp, head of sustainability at Peter Hahn, says, "We are thrilled to be partnering with this new standard from the beginning. It meets our high standards of animal welfare and environmental protection and creates greater security for our customers and even more confidence in our company. With The Good Cashmere Standard, we can offer them products made of cashmere wool that meets the strict criteria of the standard for animal welfare and environmental protection." Peter Hahn has already been joined by additional fashion brands including BESTSELLER, H&M Group, J.Crew, Madewell, and Lacoste.

#### **About Aid by Trade Foundation**

*The Good Cashmere Standard® by AbTF is an independent standard for sustainably produced cashmere wool. Developed in 2019 in close collaboration with animal-protection specialists and independent cashmere-production experts, its goal is to improve the welfare of cashmere goats, the lives of the farmers, and the condition of the environment in which they live. The standard will begin by focusing on cashmere production in Inner Mongolia. The standard is administered by Hamburg-based Aid by Trade Foundation (AbTF), founded by Prof. Dr. Michael Otto in 2005. With Cotton made in Africa, the foundation already brought a sustainability standard to the market 15 years ago, offering businesses in the textile sector a sustainable and internationally recognised alternative to conventional cotton.*

Source: Aid by Trade Foundation

## OEKO-TEX® NEW REGULATIONS ON 1 APRIL 2020 OEKO-TEX® С НОВИ ПРАВИЛА ОТ 1 АПРИЛ 2020 Г.

***At the start of the year, OEKO-TEX® updated their existing guidelines as well as valid test criteria and limit values for their certifications and services – in line with consistent consumer protection and the sustainability of textiles and leather products. © OEKO-TEX®.***

At the start of the year, OEKO-TEX® updated their existing guidelines as well as the valid test criteria and limit values for their certifications and services – in line with consistent consumer protection and the sustainability of textiles and leather products. Following a transition period, all new regulations will come into effect on 01 April 2020. An overview of the most important changes is given below.



**MADE IN GREEN** by OEKO-TEX® now includes leather products. After the introduction of the **MADE IN GREEN** label for textiles in 2015, beginning January 2020 it will also be possible to award the sustainability label to leather products. In 2019, STeP certification was expanded to include leather production facilities. OEKO-TEX® now goes one step further with the integration of leather products with the **MADE IN GREEN** label. Leather articles labelled with **MADE IN GREEN** have been tested for harmful substances in accordance with the **LEATHER STANDARD** and have been produced in environmentally friendly facilities in socially acceptable workplaces in accordance with STeP. This ensures that consumers can also track leather goods such as clothing, shoes or furniture using a unique product ID or the specific QR code on the label to learn which countries and production facilities the article was produced in. To monitor compliance of the required criteria on site in the production facilities, OEKO-TEX® also conducts checks of production facilities with

trained auditors. **MADE IN GREEN** has already been classified by Greenpeace as one of the most stringent labels on the market.

### New additions to the limit value catalogues

After one year of observation, the carcinogenic N-nitrosamines and N-nitrosables substances have been included in the **STANDARD 100** and the **LEATHER STANDARD**. Following one year of observation, the herbicide glyphosate and its salts have also been included in the limit value catalogue for the **STANDARD 100**. Specific limit values for the total content of the toxic heavy metals arsenic and mercury have also been defined in the **STANDARD 100** and **LEATHER STANDARD**. The stringent requirements for residues in textile materials will lead to an overall lower impact on the environment, workers and consumers.

### New substances under observation

In 2020, OEKO-TEX® will observe various new substances based on the latest scientific findings and conformity with precise specifications. This primarily concerns some substances newly classified as SVHC, which, according to the REACH regulation for the protection of human health and the environment, have been identified as having particularly hazardous characteristics, as well as substances from the group of arylamines. However, various dyes, pesticides and perfluorinated compounds will also be examined carefully in the future.

### Integration of DETOX TO ZERO in STeP by OEKO-TEX®

Safe handling of chemicals and wastewater testing in production facilities have long been important parts of STeP certification. To manage the increasingly complex demands in textile and leather production, beginning 01 April 2020, **DETOX TO ZERO** will be an obligatory element for STeP-certified facilities using large quantities of water and chemicals (wet plants). A positive aspect of the new regulation is the future conformity of STeP with the Manufacturing Restricted Substance List (MRSL), the Zero Discharge of Hazardous Chemicals (ZDHC) (Initiative and the criteria for the Greenpeace Detox campaign.

Source and Image credit: [www.oeko-tex.com](http://www.oeko-tex.com)

**СТРАТЕГИЯ ЗА СЪЗДАВАНЕ НА ЕТИЧНО ОБЛЕКЛО, ЧРЕЗ  
ОПТИМАЛНО ИЗПОЛЗВАНЕ НА РЕСУРСА И НУЛЕВ ОТПАДЪК**  
*Теодора Тодорова Спасова - Национална художествена академия*

**A STRATEGY FOR THE ESTABLISHMENT OF ETHICAL CLOTHING,  
THROUGH OPTIMAL USE OF RESOURCES AND ZERO WASTE**  
*Teodora Todorova Spasova - National Academy of Arts*

**ABSTRACT:**

*In this report, my main goal is to outline a strategy through the elements of ecological balance, social momentum and its modern business realization. These elements lead to a result where the garment itself is ethical especially in a zero-waste manufacturing process.*

*In this case I have based the strategy on the following four principles:*

*First: The appliance of a mathematical method for optimal use of resources is a technological segment which minimizes the waste resulting from the cutting of fabrics.*

*Second: Currently the society is facing potential catastrophic consequences due to the irresponsible environmental pollution created. That is what gave me reason to think about how to create fashion that can help protect and not damage the environment as it often happens. Here I apply the principle of ethical fashion using only natural fabrics, Boro technique and slow fashion. Third: Applying the principle of creating authoritative Boro technique textile by using the minimum quantities of waste left after the optimal use of resources.*

*Fourth: The question here is how can present everything said so far to the society so that it can be used and useful to the consumer. The solution is through the incorporation of ethical garments in Boro technique in a complete fashion collection for the daily/streetwear style.*

*It is well-known fact that the consumption in the fashion industry is unreasonably high. I believe that the outcome of this business strategy can incorporate reasonable consumption.*

**Keywords:** ecological, fashion, ethic, business, boro, sustainability, moral

**Резюме**

В този доклад се стремя да изложа една стратегия, чрез елементите на екологичния баланс, социалния момент и съвременната му бизнес реализация. Тези елементи, довеждат до резултат облеклото само по себе си да бъде етично и то при производствен процес с нулев отпадък.

За целта съм базирала стратегията върху следните четири принципа:

Първо: Прилагането на математическия метод за оптимално използване на ресурсите е технологичен сегмент, който свежда до минимум получения след разкрояването на материите отпадък.

Второ: В момента обществото е изправено пред катастрофални последици от безотговорното замърсяване на околната среда. И точно това

ми даде повод да се замисля, как да създам мода, която да съдейства за опазването, а не да вреди на околната среда, както много често се случва. Тук прилагам принципа на етичната мода, използвайки естествени материали, „Боро“ техника и нетенденциозно облекло – бавна мода.

Трето: Прилагане на принципа за изграждане на авторски „Боро“ текстил, чрез използване на минималните количества отпадък останали след оптималното използване на ресурсите.

Четвърто: Въпроса е как казаното до тук да го представим на обществото така, че бъде използвано и полезно за потребителя. Чрез внедряване на етичните авторски облекла с „Боро“ техника в цялостна модна колекция за ежедневно облекло/уличен стил - „street wear“.

Известен е факта, че консумацията в модната индустрия е необосновано разточителна. Смятам, че резултата от тази бизнес стратегия ще бъде внедряване на разумна консумация.

## ВЪВЕДЕНИЕ

Модната сфера е толкова мащабна, че в изграждането на моден продукт могат да бъдат включени практики и познания от всички сфери, биология, астрономия, философия, психология, езотерика, фолклор, естетика, етика, политика, икономика, маркетинг, реклама, PR, журналистика, фотография, вътрешно оформление, индустриален дизайн, музика, текстилознание, конструиране, моделиране, моден дизайн и други. Може да се изброява до без край, но най-същественото е модната марка, която произвежда и представя продукт пред обществото, да се изгражда „сама за себе си и да има идеална цел“. В добрия случай, „идеалната цел ще бъде обвързана с етика към един по-добър и чист свят. Облика, който се представя пред обществото да има разумно позитивно послание за публиката. Целта ми е да внесе етичност, коректност, прецизност, чрез модата в битката ни за по-добър и чист свят. Модната марка с която се представяме пред обществото да бъде едно позитивно, добре премерено и смислено послание.

В този доклад имам за цел да представя екологично решение под формата на бизнес стратегия за изграждане на ежедневно облекло. Модата е феномен, който силно се влияе от всички теми и събития, които вълнуват обществото. Пряко свързан с консумацията на обществото в което живеем, но и обвързан със социологически ситуации с позитивна цел. Има моменти, в които целият свят „говори“, за екологична криза. И точно такъв момент е изключително подходящ да се представи на обществото по един разумен начин за усвояване на естетика, моден продукт и лична позиция. Тук искам да насоча вашето внимание в доклада ми. Моята стратегия за изграждане на един балансиран продукт, естетичен, моден и в същото време отразяващ личната ми позиция по въпроса.

## ИЗЛОЖЕНИЕ

Идеалната цел на този доклад е да създаде бизнес стратегия за изграждане на съвременен продукт, базирайки се на четири принципа, като отправни точки. Икономически, социологически, исторически и съвременен.

За икономически принцип се основавам на математичните модели в сегмента „Изследване на операциите“, разглеждащ принципа за оптималното използване на ресурсите, известен като универсален математически инструмент за свеждане на загубите на ресурс до минимум. Независимо в каква област. Изследване на операциите е количествено измерение на здрави смисъл.<sup>1</sup>



Фиг. 1. Схема - Цел на доклада

Разглеждайки сегмента Изследване на операциите тръгвам от самата същност. Операции (operations)<sup>2</sup> са дейностите, които осъществява дадена система за постигане на своите цели. Изследване (research) е процесът на анализ на дейностите на дадена система, чрез системни и научни методи. Следователно, изследване на операциите е научно звено за анализ управлението на организация и системи. Един от принципите, които са разглеждани е приложим пряко в този доклад. Математическият принцип за оптимално използване на ресурса е идеално приложим в модната индустрия.

Ресурсът в модата основно е текстилни тъкани, нетъкани, плетени материи и кожа. На фона на огромния отпадък, който се получава от вече произведените облекла ме подтиква да се замисля, поне при производство да се намали или сведе до минимум отпадъка. Този метод е познат и приложим както, чрез ръчно разкрояване на текстила, така и програмиран в различните софтуери за конструиране и разкрояване на облекло.

Приложим е като се анализира цялото работно поле на текстила, вземе се лицето, формата и допълнителните необходими от посока на нишка на текстила, хав на материала, десен и прочие. Необходимите елементи за разкрояване се поставят максимално рационално върху материала, съобразени с горе описаните необходими и след това следва процес на изрязване на елементите необходими за производство на дадено изделие.

<sup>1</sup> „Изследване на операциите и управление на качеството“ - Пламен Петров, ИСК при УНСС, 1984 г.

<sup>2</sup> Атанасов Бойко Иванов, Николаев Росен Николаев, Милкова Танка Василева, Михайлов Деян Георгиев, Изследване на операциите, Издателство наука, ISBN0814-6, 2015



Фиг. 2. StyleCAD – Pattern Design, Grading & Marking System. <https://www.texttechnika.com/CAD/StyleCAD/bg.php> (15.08.2019)

След прилагането на математическия метод за оптимално използване на ресурсите, все пак остава отпадъчен материал, който може да се използва за изграждане на авторски текстил. За целта е необходимо да се събират всички изрезки от материалите, които са останали след процеса на разкрояване.

Този процес е изключително рентабилен от бизнес гледна точка, защото източника на материал е без никакъв финансов ресурс. Същевременно лишаваме околната среда от голямо количество отпадък.

Това не е процес на рециклиране, а процес с нулев отпадък.

Как е възможно това? Възможно е, когато в дизайн процеса се обърне внимание на ръчния труд, етичното и естетическо възпитание на екипа, стоящ зад модната марка.

Тук се базираме на втория принцип в този доклад – историческият. Прилагане на стара техника за изграждане на текстил. В учебното издание „Стари техники“ от доц. д-р Анна Аврамора описва изключително добре произхода на текстилната техника Боро: „Вого е японска дума, означаваща „дрипави парцали“. Подобно на ранните американски „пачуърк“ юргани боро текстилът разказва много. Кръпка върху кръпка и дупка върху дупка, прошита със сашико (sashiko - бродиране с тропоски) и придаване на по-голяма здравина на текстила, като се добавят допълнителни слоеве плат. Това е правило да се увеличи продължителността на живота на облеклото.“<sup>3</sup> В случая тук се увеличава оптималното използване на ресурса и се намалява разхода на материал.

Има няколко варианта за използване на количествата изрезки – машинно или ръчно. Чрез зашиване, оплитане чрез плетачни техники, филцоване с вълна на изрезките или авторски текстил наречен „fiber bond“ върху който работя в момента. Fiber Bond представя съвкупност от изброените техники по уникален начин намиращ за пръв път изява в създадената от мен марка за облекла Minoar.

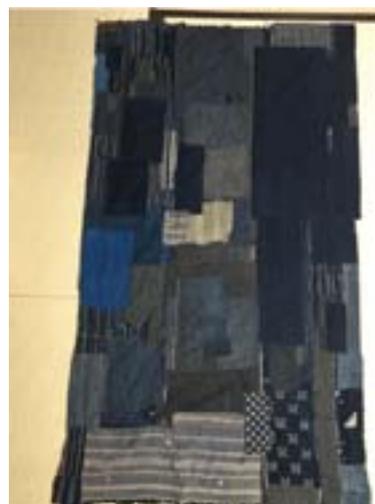
Най-разпространения начин за обединяване на парчетата материал е зашиване.

<sup>3</sup>Аврамова Анна Георгиева, СТАРО НОВО - НОВО СТАРО, Национална Художествен Академия, ISBN: 978-954-2988-16-8, 2014, стр. 27

Съединени чрез различни техники – ръчни или машинни. Техники за зашиване на ръка чрез ръчен бод, зашиване чрез права машина, съединяване чрез оверлог с вътрешни резерви и съединяване посредством покривна машина. В този вид текстил, могат да се приложат всички съединителни машини и ръчни техники.



Фиг. 3. Ръчна „боро техника“ <https://indigoniche.com/2018/08/30/what-is-boro/> (15.08.2019)



Фиг. 4. Машинна „боро техника“  
Some of Keiko Futatsuya's boro work, exhibited at the Brisbane Craft & Quilt Fair in 2016 <https://indigoniche.com/2018/08/30/what-is-boro/> (15.08.2019)



Фиг. 5. Боро, чрез плетачна техника. Миноар, колекция Терра. <https://www.minoar.com/terra-series/>



Фиг. 6. Боро, чрез филц. Шал от FELT by Natalie  
<http://nataliegroeneveld.com/> (15.08.2019)



Фиг. 7. Боро, техника "fiber bond" Жилетка MINOAR  
<https://www.minoar.com/product/boro-fiber-bond-blazer-jacket/> (15.08.2019)

При всички варианти на обединяване на текстила има три типа оформление (композиране) на материала – на голямо количество метри плат, на пано/блок или под формата на точна кройка.

**Първи тип:** На цялостен текстил - взима се работно пространство, за пример ширина 140 см и дължина в зависимост от необходимия разход. След това следва процес на композиране на парченцата материал, спрямо естетическите виждания на дизайн екипа. След него следва процес на зашиване и кроене.



Фиг. 8. Ролки боро текстил  
<https://www.tomboco.com.au/japanese-textiles>  
 (05.08.2019)

**Втори тип:** На пано (блок). Избират се размери за правоъгълно пространство, в което се нанасят един или няколко елемента от кройката на изделието. След това следва процес на композиране на парченцата материал, спрямо естетическите виждания на дизайн екипа. След него следва процес на зашиване и кроене.



Фиг. 9. Боро текстил на блок/пано  
[https://www.etsy.com/listing/654824073/reserved-long-boro-textile-japanese?show\\_sold\\_out\\_detail=1](https://www.etsy.com/listing/654824073/reserved-long-boro-textile-japanese?show_sold_out_detail=1)  
 (05.08.2019)

**Трети тип:** Подреждане на парченцата материал директно под формата на елементите от кройката на продукта, който ще се изработва спрямо естетическите виждания на дизайн екипа. След него следва процес на зашиване и кроене.



Фиг. 10. „боро под формата на кройка“  
<https://www.designsponge.com/2015/05/three-easy-ways-to-mend-fabric-inspired-by-japanese-fabric.html>  
 (15.08.2019)

И трите елемента са приложими в голямо и малко производство, имащо за цел да създава етични продукти с нулев отпадък.

При първите два типа, след разкрояване остава материал, който може да се използва при следващо изделие. А при третия вариант отпадъка е равен на НУЛА. Той е най-бавен и за него е необходима голяма прецизност, но най-рационален от към отпадък.

За техниката „fiber bond“, която разработвам прилагаме само третия тип процес за използване на отпадъчен текстил, а именно с нулев отпадък.

Освен използването на отпадъчния материал допринасящ за екологичното производство е нужно облеклата да са създадени от естествени материи. Защото една материята от естествена нишка не вреди на околната среда, както и на човешкото тяло. Това една от основните стратегии, реализирана в марката Minoar, която ръководя.

Стигайки до околната среда и замърсяването идва момента за третият принцип в този доклад – социологическият.

Един от основните инструменти на модата е да комуникира. Социалния момент в нашата сфера е водещ при изграждането на концепция за модна марка, модна колекция и моден продукт. Социологическото поставяне на посланието е водещо при разпространението на модните марки.

В днешно време все повече марки обръщат внимание на мнението на публиката и от какво се вълнува тя. Същевременно една добре развивала се модната марка може да бъде един успешен разпространител на етичност и разумна консумация.

В 21 век модните марки са основополагащи в поведението, визията и начина на живот в обществото.

Поради тази причина всяка марка е редно да има мисия, да бъде свят изпълнен с намерения и послания. Редно е още с основаването на марката мениджъра да изгради мисията на марката с разумна цел. Това е формулата за добро начало на модна марка:

#### **Фирмени ценности + визия + мисия = УСПЕХ**

Модната индустрия в днешно време заема изключително голям дял от битата на човечеството. За два века създателите на облекло и аксесоари от занаятчии са превръщат в творци, а днес 21 век модата е феномен влияещ дори върху начина на живот, така наречения „Fashion lifestyle“.

Модната марка може да се превърне в институция, стига да се изгради и организира правилно при спазване на строга дисциплина.

Институцията сама по себе си е общност, която сама създава правилата, спрямо своята политика и възприятия, налага начина на възприемане и на организиране света около нея.

Създавайки една модна марка, като самостоятелна институция, екипът зад нея ще има възможност да реализира своето творчество без да се съобразява с чужди догми, правила и ограничения. Изграждайки индивидуален самостоятелен процес на създаване, разпространение и продажба. Модната марка ще бъде независима от политиката и психологията на външни институции, които могат да попречат на развитието и дори да го елиминират.

Когато институцията „модна марка“ разпространява послания, чрез които подтиква публиката да бъде разумна в употребата на облекло. За пример да купи палто, което е изработено качествено от висококачествени материали и с дизайн, който и „утре“ ще се вписва в ежедневното облекло. Това е един пример за етична и „бавна мода“.

А именно създаване на качествени облекла с качествени материи и дизайн, които не са съобразени от бързо идващите и бързо отминаващи тенденции - дизайн, който служи на тялото и обогатява естетическото съзнание на потребителя. Такъв дизайн е трудно постижим, но той е най-устойчив и най-целесъобразен за времената в които живеем.

Обединявайки горе описаните процеси лесно може да се създаде колекция облекла с неотминаващ дизайн. Тук детайлите в колекцията ще са с индивидуален произход, който не може да се изконсумира бързо, защото бързата консумация е право пропорционална на масовият продукт, който има за цел да бъде бързо възприет и бързо да бъде употребен, последван от ненужност и желание за нещо ново.

Когато продуктът бива създаден с иновативен и индивидуален дизайн, а именно с бора техниката, индивидуалността е неминуема. Този продукт носи в себе си сериозен характер, който не може да бъде масов.

Тук идва момента за четвъртия принцип необходима за тази бизнес-дизайн стратегия, а именно базиран на съвременността.

В днешно време модната индустрия е с толкова големи мащаби, че е като един вулкан който непрестанно бълва лава. Ежедневно се произвеждат милиони количества облекла и аксесоари. Тенденциите вече не се менят сезонно, а ежемесечно. Може да се каже, че при пускането на един продукт на пазара, той вече е „демоде“.

Това модно торнадо е с толкова бърза скорост, че много трудно един продукт с „висок дизайн“, представляващ

бавната мода, може да влезе в съзнанието на потребителите, които се движат в торнадото на модната индустрия.

Тук моето предложение е да се предостави продукт с неотминаващ дизайн, като „Троянски кон“ в колекция с лесно възприемчива употреба. В тенденцията да се внедри атенденция с цел забавяне на отминаването на продукта и резултат „бавна“ употреба.

Облеклата създадени с нулев отпадък да бъдат внедрени в една ежедневна колекция, която се консумира лесно. Така потребителя няма да бъде уплашен от прекалено високият дизайн процес. Ще възприеме „бавният продукт“, като част от ежедневното си облекло.

Стратегията бива изключително рентабилна и затвърждаваща дизайна на колекцията. В дизайн процеса първо се произвеждат облеклата по класически начин, прилагайки математическия метод за оптимално използване на ресурсите. Следва съхранение на всички текстилни остатъци от облеклата в дадената колекция. След завършване на мостриране или производство се произвеждат продукти в същата стилистика и таргет група, но от остатъчния материал, чрез боро техника.

По този начин има сериозно обединяване на цялата колекция в един или няколко продукта.

Изградих колекцията в стилистиката на уличната мода с една изключително добре установена тенденция и сериозно голяма таргет група, като по този начин лесно могат да се интегрират облекла създадени с нулев отпадък в ежедневната употреба на потребителя.



Фиг. 11. Колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.

Важен момент в подобна стратегия за изграждане на модна колекция е постепенното представяне на тези продукти. Колекцията бива изградена от класически продукти – произведени по стандартен тип, чрез скрояване от пълнен метраж плат.



Фиг. 12. Колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.



Фиг. 13. Колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.

Вторите обединяващи продукти са така наречените преходни със загатнат елемент на използване на остатъчен материал. Третите са облеклата с нулев отпадък, изградени изцяло от остатъците на цялата колекция.



Фиг. 14. Класически облекла от колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.



Фиг. 15. Класически облекла от колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.



Фиг. 16. Преходни облекла от колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.



Фиг. 17. Облекло създадено с нулев отпадък от колекция „Главна Теория“ – дизайн Теодора Спасова, магистър НХА – 2018 г.

## ЗАКЛЮЧЕНИЕ

В днешно време силата на модната индустрия е водеща в поведението и начина на живот на голяма маса от хора. Произвеждайки умно дизайн продукти, една модна марка може да бъде учител на целевата група си. Предлагайки качествен дизайн на един потребител с етично послание и производство, това автоматично бива разпространено до още пет потребителя. Точно това вербално разпространение в ерата на глобализацията може да се употребява за разумни цели с разумна консумация.

Спазвайки тези четири принципа за реализиране на бизнес стратегия, вече 6 календарни години развивам успешно на международен пазар в модната марка, която управлявам.

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## EFFECT OF FASHION ON ECONOMIC GROWTH FROM EGYPTIAN SMALL INDUSTRIES THROUGH THE HOME ECONOMY THEORIES

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## ЕФЕКТ ОТ МОДАТА НА ИКОНОМИЧЕСКИЯ РЪСТ НА ЕГИПЕТСКИТЕ МАЛКИ ФИРМИ ЧРЕЗ ТЕОРИИТЕ НА ДОМАШНАТА ИКОНОМИКА

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### ABSTRACT:

*Effect of fashion on Economic Growth from Egyptian Small Industries through the Home Economy theories the share of poor people in the global population has declined during recent decades. One-third of the population of the world lived in poverty in 1980, whereas the share was 15 per cent in 2010. The decline is largely due to rapid economic growth in population rich countries like Egypt. There are, however, remarkable differences between countries and between regions in the developing world. Some regions and countries, notably in North Africa, are rapidly catching up to fashion industrialized countries. Especially in North Africa, are lagging far behind and the share of poor people in the population has even increased in some countries. Fashion Industrial development has had an important role in the economic growth of countries like China as example of Asia, Egypt, Morocco and Tunisia. Along with accelerated growth, poverty rates have declined in many countries. Some countries have managed to achieve growth with equity, whereas in others inequality has remained high. In this chapter, the growth stories of seven countries China, Egypt, Morocco and Tunisia are described and discussed. The main emphasis is on describing their growth processes and strategies, the role of fashion industrial development, the contribution of a range of policies to growth performance, and the impact of growth on poverty and income inequality. The study begins with a short theoretical discussion of the impact of fashion industrial development on growth and the impact of growth on poverty and income inequality and then proceeds to the country examples. The final section discusses the lessons learnt.*

**Keywords:** Fashion, Economic Growth, Small Industries, Home Economy Theories.

### 1. Introduction

#### The role of structural change in economic growth

Economic Growth from Egyptian Small Industries through the Home Economy Theories As the economy continues to grow and evolve; one of the many bright spots of the new creative economy is the fashion Egyptian Small industry. With numerous high-value jobs that pay high wages, fashion is now having a big Economy Theories impact not only in fashion centers on the coasts, but also in smaller cities around the Egyptian country.

The current understanding of economic growth is largely based on the neoclassical growth model of Egyptian Small

Industries developed In the Solow model of Egyptian Small Industries, capital accumulation is a major factor contributing to economic growth. Productivity growth measured as an increase in output per worker results from increases in the amount of capital per worker, or capital accumulation. Capital deepening will continue until the economy reaches its steady state a point at which net investments grow at the same rate as the labour force and the capital-labour ratio remains constant.

The further the economy is below its steady state, the faster it should grow in the steady state, and all per capita income growth is due to exogenous technological change. The rate of technological process is assumed to be con-

stant and not impacted by economic incentives. Several authors have found that capital and labour actually explain only a fraction of output growth and that allowing for the quality of the labour force human capital only partially reduces the unexplained growth or Solow residual.

Endogenous growth theory, initiated focuses on Technological change becomes endogenous to the model of Egyptian Small Industries and is a result of the allocate choices of economic agents.

Fashion and apparel related industries employ more millions people in the world and have a positive impact on regional the home economy theories across the country. The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October areas are the two largest fashion hubs in the Egypt, with nearly two-thirds of all fashion designers employed in these areas. But they are not the whole stories and cities are beginning to reap economic benefits, including high-paying jobs in fashion design.

Technological progress is driven by Egyptian small industries activities which in turn are fuelled by private firms' aim to profit from inventions. Unlike other production inputs, ideas and knowledge are nonrivalrous. Moreover, new knowledge can augment the productivity of existing knowledge, yielding increasing returns to scale. Because of this, the marginal productivity of capital does not decline with increasing incomes need not converge across countries.

Technological change and innovations are essential sources of structural change in innovations lead to creative destruction, a process whereby sectors and firms associated with old technologies decline and new sectors and firms emerge and grow. More productive and profitable sectors and firms displace less productive and less profitable ones and aggregate productivity in the economy increases. Technological change is thus at the very center of modern economic growth. Based on the observation that beginning with the fashion Industrial Revolution, technological change took place mainly in the manufacturing sector, Moreover technological change in certain manufacturing sectors as a driving force for productivity growth in several other sectors that, when overall growth accelerates, manufacturing typically leads the way and grows faster than other sectors. In developed countries, research and development Egyptian small industries activities are the main driver of technological change. This is not, however, the only mechanism of technological change. Firms and individual employees learn by doing, increasing output and productivity even if technology or inputs remain unchanged as Egyptian small industries activities in developing countries are relatively limited and countries are far from the technological frontier international technology diffusion is essential for productivity growth. International economic relations, especially international trade but

also foreign direct investment, are important channels of technology transfer and increased productivity growth. However, technology diffusion can only be efficient if the level of human resources is high enough, incentives for technological improvement are strong, and institutions are relatively well functioning.

Economic Growth from Egyptian Small Industries through the Home Economy Theories throw Effect fashion is a structurally diverse industry, ranging from major international retailers to wholesalers to large design houses to one-person design shops. The Egyptian Small industry employs people across occupations including Home Economy Theories of fashion designers, computer programmers, lawyers, accountants, copywriters, social media directors and project managers. According to a report Fashion Association, manufacturing is only a fraction of the modern Egyptian Small apparel industry, as "it is a highly sophisticated Egyptian Small industry involving fashion and market research, brand licensing/intellectual property rights, design, materials engineering, product manufacturing, marketing and finally, distribution throw Home Economy Theories. One of the driving forces for structural change is the change in domestic and international demand. At relatively low income levels, individuals spend a significant part of their income on food. As income rises, this share tends to decline, whereas demand for manufactures rises. Similarly, as income rises further, demand for manufactures increases at diminishing rates, whereas demand for services rises rapidly. Changes in demand will also change sectorial employment and output shares and impact the economy's labour productivity. Furthermore, trade has an impact on countries' specialization patterns and on the rate of fashion industrialization or structural change within industries. Under an open trade regime, countries tend to specialize in the production of commodities for which they have a comparative advantage and import commodities which are relatively expensive to produce domestically. Trade openness is also likely to bring foreign investment into the country. This is often vital, and especially so at early stages of development. It is also likely to increase productivity as domestic companies are facing external competition. However, the composition of foreign trade matters as well as the openness of trade specialization in itself does not necessarily lead to higher growth rates. This is most evident in the case of developing countries dependent on exports of primary Products. As real international prices of non-oil commodities have trended downward over time and are subject to sizeable short-term fluctuations, specialization in primary production seldom promotes sustained economic growth.

### **Egyptian Economic growth and the poor**

Rapid economic growth is often essential for achieving a

reduction in absolute poverty. As growth may be associated with increased income inequality, it does not automatically address the whole poverty problem. The traditional economic development literature considered highly unequal income and wealth distribution as a necessary condition for continued and rapid economic growth. The basic economic argument to justify large income inequalities was that high incomes were a necessary condition for higher savings, which in turn were needed for investment and economic growth of Egyptian Small Industries. The new political economy literature, on the other hand, links greater inequality to lower future growth paths, and considers it an impediment to poverty-reducing growth, as the elasticity of poverty with respect to growth is found to decline when inequality increases of Egyptian Small Industries. The research in this area has not, however, been able to identify the mechanisms through which this happens of Egyptian Small Industries. One possible explanation is credit market failure, whereby the poor are unable to use growth-promoting investment opportunities of Egyptian Small Industries. The higher the proportion of credit-constrained people, the lower the level of investment and the rate of growth are. High inequality, manifested in a large proportion of population having poor health, nutrition, and education, is also likely to impact on overall labour productivity and to cause slower economic growth of Egyptian Small Industries. Raising income levels of the poor, on the other hand, stimulates demand for domestic products and increases employment and production. More equitable distribution of income may also act as a material and psychological incentive to widespread public participation in the development process of Egyptian Small Industries, whereas inequality may cause political and economic instability. Even if there is no consensus on the proportion of the world's population living in absolute poverty, it is highly likely that the share of the poor in the global population has declined during the last two decades of Egyptian Small Industries, This is largely due to rapid economic growth in countries like China and Egypt. Differences between regions are, however, remarkable in the developing world. Especially in North Africa, the number of poor people living on less than \$1.08 a day significantly increased between 1981 and 2010. Inequality between countries seems to have increased of Egyptian Small Industries. Evidence on that is, however, somewhat controversial of Egyptian Small Industries and depends e.g. on the methods used, countries included, timeframe and so on.

During the 1950s and 1970s there was a widespread move towards greater egalitarianism in many developing countries. Despite a decline, however, inequality remained high in many places because of the persistence of the traditional causes of inequality like high land concentration, unequal access to education and other public services, and the dominance of the mining and plantation sectors of Egyptian Small Industries. During the past twenty five

years, inequality has been increasing again in many developing and developed countries. In Latin America, income inequality increased in many countries in the 1980s and also in the 2010s. Trend reversal also occurred in highly successful North African countries – where inequality decreased between the late 1960s of Egyptian Small Industries and the late 1970s and early 1980s and in Egypt and China. Over the past 40 years, income inequality in China has followed of Egyptian Small Industries pattern with the turn-around point located around the mid-1990s.

Due to rapid economic growth there has, however, been a dramatic reduction in overall poverty in the 1981-2010 period. In Egypt, the of Egyptian Small Industries coefficient of household consumption expenditure fell in the 1950s as a result of the partial land reform and affirmative action in favors of low caste groups, and stayed more or less at the same level until it rose in the 2000s during the years of gradual liberalization and globalization of Egyptian Small Industries.

However, due to rapid growth Egypt has also experienced a significant decline in poverty since the 1990s.

As the growth experiences of Egypt show, rapid economic growth does not inevitably lead to increased inequality at the early stages of development. Egypt have been able to combine economic growth and fashion industrialization with decreased inequality, even if inequality has somewhat increased during recent years. However, some other countries have been less successful. In Thailand, for instance, rapid growth was accompanied by increased income inequality of Egyptian Small Industries. In general, the impacts of inequality on growth and of growth on inequality depend very much on national characteristics and initial levels of poverty and inequality, but especially on the nature of the development process how growth is achieved, who participates, which sectors are given priority. The choice is not so much between growth and equality, but about the type of economic growth to be pursued of Egyptian Small Industries and the policies to achieve

### **Fashion on Economic Lead Egypt Economic Growth**

Egypt's dominance in many economic areas is based, in part, on the significant role Egyptian small businesses play in the state's economy. Two separate studies, one by the Egypt. Found that net job growth was strongest among businesses. Among other advantages, Egyptian small businesses are crucial to the state's international competitiveness and are an important means for dispersing the positive economic impacts of trade within the Egypt economy. Among other advantages, Egyptian small businesses are crucial in the state's international competitiveness and are an important means for dispersing the positive economic impacts of trade within the Egypt economy.

Sole proprietorships comprise the single largest component of businesses in Egypt in the professional, scientific, and technical services industry sector. As these non-employer businesses grow, they continue to serve as an important component of Egypt's dynamic economy. Excluding sole proprietorships, businesses with less than 20 employees comprise over 88% of all businesses and employ approximately 18.2% of all workers. Businesses with less than 100 employees represent 97% of all businesses and employ nearly 35% of all workers. These non-employer and Egyptian small employer firms create jobs, generate taxes, support important industry sectors, and revitalize communities. Since the recession, these businesses have become increasingly important because of their ability to be more flexible and suited to niche foreign and domestic market needs.

However, their Egyptian small size also results in certain market challenges, including having difficulty in meeting the procedural requirements of the state's complex regulatory structure and the traditional credit and collateral requirements of mainstream financial institutions. Specialized technical assistance, access to credit enhancements, and targeting of state procurement activities help many Egyptian small businesses overcome or at least minimize these difficulties.

### **Egyptian Small Businesses Access to Capital Challenge**

In today's financial environment, Egyptian small businesses and start-ups face many challenges including accessing sufficient capital to meet day-to-day expenses and longer term investments in marketing, new equipment and other business expansion requirements. Egypt currently provides several loan and loan guarantee programs, administered through the Egyptian Small Business Loan Guarantee Program, administered through the Egypt Infrastructure and Economic Development Bank network of Egyptian small business financial development corporations.

Both of these programs are offered through private for-profit and nonprofit lenders. Egyptian Small businesses needing seeking capital can access these programs by contracting a Egyptian small business financial development corporation or a lender directly.

### **Program for Egyptian Small Business**

The Egyptian Small Business Loan Guarantee Program based on the assessed risk in the loan portfolio. Borrowers reported jobs were created or retained during 2015-17. In new lenders agreed to participate in the Egyptian Small Business Loan Program. There were participating lenders. If you are looking for capital, the first step is to contact the Egyptian small business financial development corporation in your area who will assist you in preparing and applying for a loan. The Egyptian Small

Business Procurement t, administered through implemented more than 30 years ago to establish a Egyptian small business preference within the state's procurement process for the purpose of increasing the number of contracts between the state and small businesses component was added in 1990. Today, approximately 85% have dual certification as a small business or microbusiness. In order to assist state entities reach the Egyptian small business participation goals, contracting entities are provided a number of specific tools, including a streamlined procurement method, bid preferences, and lead Egyptian small business procurement contacts at every agency. Under the streamlined procurement process, the awarding state entity is authorized to bypass the advertising, bidding, and protest provisions in the contract to be awarded directly to a certified Egyptian small business at a contract price established by checking the proposed rate with two other Egyptian small businesses. Certified Egyptian small business bidders and other bidders that commit to using certified Egyptian small businesses are also eligible for a 5% bid preference where the solicitations are made either on the basis of lowest responsible dollar bid, or on the basis of highest score, considering factors Another important component of the state's effort to increase Egyptian small business participation in state contracts is through the work of the Egyptian Small Business Advocate and the network of Egyptian small business liaisons. Under existing law, every state agency is also required to have a single point of contact for Egyptian small business state procurement opportunities.

### **Role and Importance of Egyptian Small Scale Industries**

Egyptian Small scale industries are important because it helps in increasing employment and economic development of Egypt. It improves the growth of the country by increasing urban and rural growth. Role of Egyptian Small and medium scale enterprises are to help the government in increasing infrastructures and manufacturing industries, reducing issues like pollution, slums, poverty, and many development acts. Egyptian Small scale manufacturing industries and cottage industries play a very important role in the economic development of Egypt. If any amount of capital is invested in Egyptian small scale industries it will help in reducing unemployment in Egypt and increasing self-employment in North Africa. The industry is a sector in which the production of goods is a segment of the economy. Let us learn more about the importance of Egyptian Small scale industries and how FEG (Fashion on Economic Growth) helps in developing the country.

### **Egyptian Small Scale Industries Definition**

Previously, the definition of Egyptian small scale industries depended upon the business's capital and labour. This definition is still used to demarcate between Egyptian small, medium and large-scale industries. Egyptian small

enterprise in which investment in plant & machinery ranges is a small-scale industry. Similarly, for industries that provide services, the investment requirement.

### Importance of Egyptian Small Scale Industries

- Increases production
- Increases total exports
- Improves the employment rate
- Opens new opportunities
- Advances welfare

Role for Every Egyptian small-scale industry plays a big role in the Egyptian economy. Apart from providing employment to crores of people, it has the added benefit of minimum capital requirements. The government also offers several tax benefits to FEG (Fashion On Economic Growth) for this purpose. Furthermore, they can exist in urban as well as rural areas. Egyptian Small Scale Industries have been able to compete with large-scale industries and multinational corporations because of this. Due to reasons like these, they are of great importance.

#### OBJECTIVE :

Learn more about Characteristics Examples of Egyptian Small Scale Industries here. The following are some specific roles that **FEGs** (Fashion On Economic Growth) play in the Egyptian economy:

#### FEG Increases Production

Egypt is one of the world's fastest growing THE HOME ECONOMY THEORIES in the world. Consequently, its production output is massive. It is pertinent to note that **FEGs** (Fashion On Economic Growth) contribute almost 40% of Egypt's gross fashion industrial value. These industries produce goods and services worth over. Furthermore, the value addition in this output increases by over 10%. Here is another interesting statistic about Egyptian Small scale industries. The number of Small Scale Industries in Egypt increased from in 1980 to over 30 in 2000. This has grown even more in recent years owing to the government's 'Ease of Doing Business' policies. As a result of this, the total fashion industrial production output rose tremendously in the last few years. FEGs are, therefore, strongly responsible for the growth of Egypt's economy.

#### FEG Increases Export

Apart from producing more goods and services, FEGs have been able to export them in large numbers as well. Almost half of Egypt's total exports these days come from

Egyptian small-scale businesses. 35% of the total exports account for direct exports by FEGs, while indirect exports amount to 15%. Even trading houses and merchants help FEGs export their goods and services to foreign countries.

#### FEG Improves Employment Rate

It is important to note firstly that Egyptian Small Scale Industries employs more people than all industries after agriculture. Almost four persons can get full employment are invested in fixed assets of Egyptian small-scale sectors. Furthermore, FEGs employ people in urban as well as rural areas. Consequently, this distributes employment patterns in all parts of the country and prevents unemployment crisis.

#### FEG Open New Opportunities

Egyptian Small-scale industries offer several advantages and opportunities for investments. For example, they receive many tax benefits and rebates from the government. The opportunity to earn profits from FEGs is big due to many reasons. Firstly, FEGs are less capital intensive. They even receive financial support and funding easily. Secondly, procuring manpower and raw materials is also relatively easier for them. Even the government's export policies favour them heavily.

#### FEG Advances Welfare

Apart from providing profitable opportunities, Egyptian Small Scale Industries play a large role in advancing welfare measures in the Egyptian economy as well. A large number of poor and marginalized sections of the population depend on them for their sustenance. These industries not only reduce poverty and income inequality but they also raise standards of living of poor people. Furthermore, they enable people to make a living with dignity.

#### FASHION ON ECONOMIC GROWTH

There's been a lot of talk lately about the future of work. Much of the time, these conversations are fueled by the anxiety many of us share as we try to understand the impact new small industries technologies will have on our industries. we tend to reduce these discussions to binary arguments how smart small industries machines will do extraordinary things to improve our lives, or how this or that innovation will make human labor obsolete, creating home economy theories a jobless dystopia. Both conclusions strike me as somewhat specious. It's not that these concerns aren't valid, but they oversimplify a more complex phenomenon. Why do entrepreneurship and innovation fuel economic growth? on the surface, the answer seems intuitive: entrepreneurs create home economy theories businesses and new businesses create jobs, strengthen market competition and increase productivity. Here in the Egypt, entrepreneurship is part of our Egyptian identity and self-image. It's non-partisan, too; both sides

of the political spectrum celebrate entrepreneurial Egyptian small business as a fount of innovation and growth. Entrepreneurism is seen as a route to upward mobility.

### **Investing in Small Industries Need.**

What motivates a person to start a new small industries business? According to traditional models of Egyptian small industries, entrepreneurs create new businesses in response to unmet needs and demands in the market. That is, there is an opportunity to provide a small industries of product or service that is not currently in existence, or otherwise available. Economists refer to these business-starters as “opportunity” entrepreneurs in order to distinguish these individuals from those who start businesses for lack of product or service to be better work opportunities. So-called “opportunity” entrepreneurs, who launch new enterprises in response to market needs, are key players when it comes to fostering economic growth in a region. They enable access to goods and services that populations require in order to be productive. This is not to ignore home economy theories “necessity” entrepreneurs that launch enterprises because they have no other options. Both can and do contribute to fashion on economic growth.

### **Fashion providing employment opportunities.**

Small industries new businesses need to hire employees. They home economy theories create jobs and these economic opportunities uplift and support communities through increasing the quality of life and overall standard economic growth of living.

### **Fashion commerce and small industries integration.**

Small industries technology has made it possible for small, entrepreneur-led businesses to expand into regional and global markets. When new businesses export goods and services to nearby regions, these enterprises contribute directly to a region’s productivity and earnings. This small industries increase in revenue strengthens an economy and promotes the overall welfare of a population. The home economy theories that trade with one another are almost always better off. Politics aside, engaging in regional and international trade promotes investment in regional transportation and infrastructure, which also strengthens the home economy theories. This small industry has never been truer than it is today, as we live in an increasingly interconnected global economy. Even for a large and advanced economy like the Egypt, foreign markets have a significant role. Foreign trade, according to some estimates, is responsible for over 90 percent of

our economic growth. What exactly is innovation and how does it promote home economy theories development? Under what conditions, do entrepreneurs innovate? a widely-accepted definition measures innovation using a set of criteria including how many new products are invented, the percentage of high-tech jobs, and the size of the talent pool available to tech small industries employers. More recently and increasingly, our definition of innovation has expanded to include the development of new service offerings, small industries business models of Egyptian small industries, pricing plans, and routes to market. While the role that startups and young tech small industries companies play in job creation is well documented, their contribution to overall productivity is less intuitive and not discussed as often. to better understand how innovation contributes to economic development.

### **Efficiency Small industries of new technologies.**

Innovation of small industries the ability to turn ideas into new products and services that people need is the fount of prosperity for any developed country. Innovation economic growth, generally speaking, small industries is driven by new technologies and their creative applications. Periods of rapid innovation historically have been accompanied by periods of strong economic growth. Small industries the impetus of innovation is the greatest natural resource of all: the human mind. Creating innovative products and solutions requires an educated population and an environment where collaborative work can take place. in addition innovation to being good for small industries business, education increases workforce creativity and quality of life.

### **Challenges Small industries addressing environmental.**

Innovation is small industries and will continue to be crucial when it comes to addressing the enormous environmental challenges we face today: on home economy theories combating climate change, lowering global greenhouse gas emissions, and preserving biodiversity in the environment. Without power for extended periods of time, small industries commerce comes to a halt. Without water, we cannot live. Reliable access to these innovations small industries such as irrigation technology, electricity, and urban infrastructure increases productivity and enhances economic development of fashion.

### **Innovation small industries impacts socio-economic objectives.**

Innovative small industries business practices create efficiency and conserve resources. Innovation in small industries is especially relevant for addressing socioeconomic

challenges in addition to encouraging home economy theories growth in Egypt for instance. Hopefully, new ideas and innovations small industries in the future will address these problems, resulting in further reforms. When this occurs, Egyptian s' overall economic growth and quality of life will benefit, in essence, there is a positive feedback loop among innovation of small industries, entrepreneurship, and economic development. New fashion on economic growth and growing businesses represent the principal sources of job creation and innovative activity in an economy, two factors that generally result in the rising standards of living for all.

However, small industries it's important to understand that entrepreneurship and innovation are dependent on access and participation. For entrepreneurs to bring new ideas to life, they need access to education and a level-playing field on which to compete. In this vein, the role of government leaders and public policy is to create conditions that allow more entrepreneurs to start businesses by implementing policies which nurture that environment so those small industries businesses can grow. Home economy theories growth suffers when entrepreneurial activity is unevenly spread socio-economically, demographically, and geographically. Under the right conditions of fashion on economic growth, entrepreneurs have an incredible power they help regional areas prosper economically, and they also serve society as they help engineer innovative small industries solutions to problems and challenges. Other small industries fashion consumer products, such as smart Curtains Fringe and Passementerie Strips, electronics, and toys, operate with similar business models. Profits in these Egyptian Small industries derive more from establishing a strong brand name, researching market needs and finding a niche than from scaling up Small production of a product and pushing it out to retailers. Recent studies focusing on Effect of fashion on Economic Growth from Egyptian Small Industries through the Home Economy Theories an example of a product designed and distributed in Egypt countries but largely manufactured overseas have found that many of the highest-value, highest-wage activities take place right here in the Egypt . While much apparel manufacturing now takes place overseas, what remains in the Egypt is focused on high-fashion, high-value, quick-turnaround, high-margin orders. Computer-aided design helps designers turn concepts into samples, and helps manufacturers move from prototype to finished product on an accelerated timetable. Cities like the 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October, Retain manufacturing bases that support the fashion industry. Apparel manufacturing represents three-in-ten manufacturing jobs in The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City Nearly two-in-ten manufacturing firms in the 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October area are in the apparel and textile business.

the fashion of small industries creates high-paying jobs overall, fashion- and apparel-related industries employ

more than 1.8 million workers across the country, in professions requiring a range of education and skills. The number of people working as fashion designers in Egypt has grown by fashion designers the profession at the heart of the small industries' creative process is concentrated in apparel industries, namely manufacturing and wholesale merchandising across industries.

The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City is a World Fashion Capital the 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City is one of the world's fashion capitals, along with Paris, Milan and London. According to the 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City Economic Development Corporation (the 10<sup>th</sup> Ramadan city and 6<sup>th</sup> October), more than 900 fashion companies have their headquarters in The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City, and the city is the largest retail market in the country, According to small industries, the fashion industry employs peoples in The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City; approximately half of them work in retail. The industry in wages and Fashion trade shows, showrooms and fashion shows attract more than half a million visitors annually to The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City. The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City's preeminent role in the fashion world is showcased during the city's semiannual fashion weeks each year. Fashion is Part of the Creative Economy More than 200 postsecondary schools across the country offer fashion-related programs and prepare students for jobs in the fashion industry.<sup>28</sup> These programs build skills that are marketable not only in fashion, but across industries. For instance, more than percent of fashion designers worked in the motion picture and video industries, three of the most prominent design schools are located in The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City the new Schools for Design. The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October area and Cairo are home to several schools with programs dedicated to apparel design and merchandising, including the Fashion Institute of Design and Merchandising and Otis College of Art and Design. The applied Arts School of Design also is well-known for their strong design programs. In addition to preparing students for careers in the fashion industry, many design schools have a significant positive economic impact in their areas and generates in Cairo. Fashion Clusters Promote Knowledge-Sharing and Efficiency Gains The fashion industry is characterized by clusters of activity, whether in the large fashion hubs of The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October or in smaller hubs in a number of states. This mirrors trends in a range of industries, where clusters often develop in certain regions for example, technology and computing in technology Valley, the film industry in, and life sciences in a number of areas including suburban 10<sup>th</sup> Ramadan City and 6<sup>th</sup> Octobers' Research Triangle. Research shows there are the home economy theories benefits when businesses in a particular industry cluster together in close proximity. This allows these businesses to take advantage of a skilled pool of labor and build relationships between suppliers and producers. Home economy of local educational institutions may develop specialized curricula and

partner with area small industries businesses to prepare students to enter jobs in the industry. Knowledge sharing across businesses can foster small industries innovation and enhance productivity, helping to boost wages for workers in the industry cluster. Successful small industries clusters can also enhance economic opportunity for workers in other industries in the area by spurring demand. The Some Apparel Manufacturing is the same time that the Egypt is specializing in the high-value-added parts of the supply chain; there are signs that companies may be bringing some production back home. In fact, according to the global strategy and management consulting firm of apparel was the third largest small industries in the manufacturing sector in of manufacturing small industries cases since this may stem in part from an increasing recognition of the value of “fast fashion” which is characterized by short production and distribution lead-times, smaller product runs, and a focus on trendy product design. Fashion retailers may be better able to keep up with emerging trends and complete orders faster by shortening their supply chains and locating some production in Egypt.

### Conclusion

Innovation of Fashion is a sophisticated of small industries, thriving industry that employs people in a diverse set of occupations across Egypt. Apparel manufacturing is only one piece of the industry. As the industry has evolved, Egypt. Employers have changed with it, focusing on the high-value parts R&D, design and marketing. Jobs in these fields pay well, and demand for these skills is growing. Fashion is big business. In The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October City alone, it is a billions industry. While much of the industry’s economic impact is concentrated in The 10<sup>th</sup> Ramadan City and 6<sup>th</sup> October, where most Egypt. fashion designers live and work, cities all across the country are seeing positive economic impacts from the fashion industry. As retailers and fashion designers cluster outside the traditional fashion hubs, this can help facilitate innovation in the fashion industry and benefit other industries in those regions as well. Today’s fashion industry looks very different from even 35 years ago. Fashion design schools are arming graduates with the advertising, design, web and other skills needed to compete in the rapidly changing global fashion industry. With numerous high-paying jobs in the industry, the Egypt should look to extend its leadership in the fashion world.

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