

A Strategy Plan to Forecast Fashion Trends that Meet the Requirements of the Egyptian Market

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Abstract

The change in consumer behavior toward purchasing clothes has led to the emergence of a production method called fast fashion. This depends on copying the latest fashion trends at the lowest cost, and in large numbers. The ultimate goal is to ensure consumer satisfaction while minimizing returns. This study aimed to predict fashion that meets the requirements of the Egyptian market in three steps. Firstly, analyze some global fashion trends for the years 2024-2025. Secondly, identify the extent to which the consumer follows fashion trends and the factors affecting his purchasing behavior through a questionnaire, as well as field visits to some Egyptian factories and production decision-makers. Thirdly, redesign a group of international fashion clothing and conduct a survey of specialists in order to create a strategic plan to learn how to predict and redesign some international fashion trends and acquire new ideas to meet the needs of the Egyptian consumer.

Keywords: *strategy plan, forecast, fashion trends, requirements, redesign, Egyptian market*

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1. Introduction:

The fashion clothing industry is linked to human existence, and it is an industry of great importance in human life. It also has functional importance as a means for a person to express himself and his identity. Fashion changes with each period of time, and its life cycle differs from other fashions in the degree of acceptance it has achieved among consumers. Fashion trends throughout the ages tell stories, cultures, civilizations, and events that people have experienced, and therefore it is an industry that occupies a great place in the world (El-Okda, 2016, pp.149 -157). With the increase in consumer requirements and the change in purchasing behavior, a new style has emerged called fast fashion that meets consumer requirements. Through what fashion designers in international fashion service agencies issue, as they give an overview of a new season, through the fashion trends and the upcoming global forecasts issued every three months; it serves as an indication of innovative creative ideas used by fashion designers around the world in designing and preparing coordinated clothing collections (Mohamed, 2014, pp.202-203). But many factors and characteristics influence consumer purchasing behavior. A purchase decision and habits are a result of different factors, such as culture, subculture, social class, personality, psychological factors, societal environment, etc. Hence came the idea of conducting research to provide redesigns or remodels of international fashion designs to meet Egyptian market requirements. Therefore, we have many important questions that need answering:

- Does the Egyptian market follow international fashion trends as they are?
- Is the Egyptian consumer interested in following international fashion?
- Are there cultural, social, and economic factors that control the Egyptian consumer's acceptance of fashion?
- Are there factors that interfere in the decisions of factories and companies producing clothing in Egypt?
- Does international fashion need to be redesigned to suit the local Egyptian market?

By reviewing previous research and studies related to strategy planning, fashion design, and fashion forecasting in the clothing industry, it became clear

that there is a scarcity of strategic plans for clothing companies in the Egyptian market in the field of producing fashion. Among those studies are:

1- Alan S. Gutterman (2023), pp. 1-54, Introduction to Strategic Planning. The study examined the method followed in using strategic planning for major companies, as strategic planning is of fundamental importance for every company, regardless of the size of its business, the time and other resources available to the company, and investment in developing, documenting, and implementing the strategic plan.

2- Enas. A. El-Okda (2016), pp. 149-157, the strategic plan for the fashion design process inspired by ancient Egypt (the pyramids as a case study), where the study dealt with the method of developing a strategic plan for the fashion design process, inspired by the ancient Egyptian civilization, where the study aimed to analyze fashion designs inspired by ancient Egypt in three proposed ways to deduce the concept used in the design and gain new ideas for new fashions in new ways.

3- Dina Lutfi Hamed (2022), p.103, Clothing Marketing Strategies and Their Role in the Success of Brands, “An Analytical Study”, Heritage and Design Magazine. The researcher dealt with a detailed study of clothing marketing strategies in international clothing companies, for small and start-up local companies and factories to follow in choosing and designing an appropriate strategy for them. The research also addressed the importance of studying marketing strategies and the extent of their application in the fashion industry.

4- Rawda Ahmed (2022), pp.202-207, on the role of artificial intelligence applications in fashion design and fashion forecasting in the ready-made clothing industry, “An Analytical Study”, where the subject of the study addressed the importance of artificial intelligence and its uses in design and fashion forecasting and in the various stages of production in ready-made clothing factories. It also paid attention to Study using different research tools in applying the research objectives.

5- Sherine Sayed Mohamed (2017), pp.65-75, a study of the impact of fast fashion on sustainability in the field of fashion design for women, where the study dealt with an analytical approach to the impact of fast fashion on production and the applied approach by presenting a sustainable strategy for Egyptian ready-to-wear design and production companies and their marketing sectors by studying the

opinions of those who take it. Manufacturing decision of ready-made clothing companies.

6- Sherine Sayed Mohammad (2014), pp.202-203, a study of the role of formula plates in fashion design, dealt with the importance of studying the formula plates for fashion in international fashion as an important source of inspiration for the clothing industry and studying what it provides in terms of a general view of a new season with its innovative ideas.

1.1. Research Problem:

- The international designs of fashion agencies find that it is important to introduce innovation in their designs every season, but do they understand the diverse requirements and needs of consumers in different countries around the world? Do they take into account the different social identity, culture, history, values, principles, and economic aspects of one society compared to another?
- Local clothing companies are exposed to difficulties in determining the features of the current global fashion trend and the extent of the possibility of risk in implementing it for the local Egyptian market, as it requires the availability of product redesign to ensure consumer satisfaction while minimizing returns (Jackson, 2007, pp.168-187).

1.2. Research Objectives

The research aims to:

Design a collection of clothing that follows international fashion trends and meets the needs of consumers and clothing producers in the local Egyptian market, through:

1. Collecting and analyzing information about some global fashion trends from websites between 2024 and 2025 to understand the different methods of inspiration (Colour, material, sources of inspiration, and fashionable pieces of apparel).
2. Conducting a research study using a questionnaire for the local factories and production decision makers in ready-to-wear garment factories and companies as well as the specialists in the field of clothing and the Egyptian consumer to identify the extent of his susceptibility to international fashion trends, learn about his purchasing behavior, and analyze the results statistically

- 3- Comparing the results of the analysis of international fashion trends with the analysis the results of the Egyptian consumers' opinions on following fashion and their purchasing behavior to identify the strengths and weaknesses of international fashion in relation to the requirements of the Egyptian market to ensure consumer satisfaction while minimizing returns.
- 4-Redesigning a group of international clothing fashions using the CLO3D program (Huang, 2022, p.11) as a proposed illustrative model to predict upcoming fashion trends suitable for the Egyptian market.
- 5-Developing a strategic plan to forecast fashion trends suitable for the local market to assist specialists in the field of clothing production.

1.3. Significance of the Study

The importance of the research lies in:

- Producing designs that are modern and compatible with international fashion trends as well as the values and habits of Egyptian society, as a result of analyzing the designs of foreign fashion forecasting agencies and identifying the requirements of the consumer and the Egyptian market.
- Working to link the academic field with the industrial field by providing clothing production companies with new and innovative working papers that follow international fashion trends, but in a way that is compatible with the local Egyptian market.
- Providing the academic library with modern scientific research to complete studies related to the field of clothing and fashion production.

1.4. Research Methodology

- An analytical approach is followed to analyze the production methods of forecasting agencies for international fashion forecast boards, in addition to analyzing the results of the questionnaires.
- Applied approach is to provide proposal designs that meet the requirements of the Egyptian local market for clothing products.

1.5. Research tools

The search tools consisted of:

First: There are four types of questionnaires:

- Interviews: field visits to some local factories and production decision- makers in ready-to-wear garment factories and companies (15 factories) to answer some questions face-to- face.

- Validity and reliability of the questionnaire:

To ensure the validity and reliability of the questionnaire, which includes four items, it was presented to number of (13) specialists in the field of clothing and textiles who are faculty members in various colleges affiliated with Egyptian Universities.

- An electronic questionnaire prepared using “Google Form” in a multiple-choice style, directed to the specialists in the field of clothing (13 specialists) and a random sample of Egyptian consumers (368 consumers), which includes two main axes to measure:

- Egyptian consumer behavior in following international fashion trends and includes 16 items.

- Consumer behavior in purchasing clothing products, includes 16 items.

The questionnaire also includes a set of important variables related to gender, age group, educational level and governorate.

- An electronic questionnaire prepared using “Google Form” in a multiple-choice style to define the opinions of specialists in the field of clothing and textiles (22 specialists) to determine the success of the proposed designs that have been redesigned from international fashion, which includes ten main statements to measure the extent of acceptance of the redesigned design in terms of (design - colour - social and marketing aspects... etc.)

Note: All questionnaires also include a set of important data related to (e- mail- gender - age group - educational level – governorate- job).

Second: Using electronic programs:

- Google Form: To create an electronic questionnaire for easy communication with consumers

- SPSS statistical program version 21: To analyze the results of the questionnaires

- “*CLO 3D 7.3.197 fashion design software program*” to redesign some international designs as a proposal to meet the requirements of the Egyptian market (Huang, 2022, p.11).

Third: “*TripleLicart Scale*”: to analyze the results of the questionnaire used to determine the success of the proposed designs that have been redesigned from international fashion.

1.6. Research Limitations

- Foreign websites: to learn about international fashion trends.
- Arab Republic of Egypt: to collect the opinions of a random sample of Egyptian consumers from different governorates as well as specialists in the field of clothing and textiles, in addition to a group of factories and companies producing clothing within the local Egyptian market.

1.7. Research Hypothesis

To what extent can a strategy be planned to forecast fashion trends that meet the requirements of the Egyptian market?

From this main question emerges the following hypothesis:

- To what extent do Egyptian clothing companies keep pace with international fashion and apply global forecasting?
- Does the degree of acceptance of consumer behavior in following fashion and in purchasing clothing products vary depending on the variable (gender, job, level of education, age group)?
- What is the degree of acceptability of the behavior of the specialist in following fashion and in purchasing clothing products?
- What is the degree of acceptance of consumer behavior in following fashion and in purchasing clothing products?
- Is there a correlation between the behavior of the specialist the consumer in following fashion and purchasing clothing products?
- To what extent have the proposed clothing designs been successful, according to the opinion of specialists in the field of clothing and textiles?

2- Theoretical Framework

2.1 Fashion

In Oxford Learner's Dictionaries (2023), the word "fashion" is defined as a movement, process of making, style, prevailing custom, something popular for its use, or tradition.

It is used in dress and lifestyle; "fashion" is also defined as the way of dressing, etiquette, and style of expression that society adopts at the present time (Gutterman, 2023, pp.1-54).

The terms "fashion" and "clothing" tend to be used synonymously, but they differ in that fashion conveys a number of different social meanings, while clothing is the general materials/components of what a person wears, such as clothes, garments, attire, garb, apparel, and costume (Mohamed, 2014, pp.202-203).

Fashion expresses the spirit of every time and reflects the changes that societies are going through, which leads to an increase in demand for clothing by both consumers and producers (Gutterman, 2023, pp.1-54).

2.1.1 Fashion Trends

A trend is everything that is popular at a particular time. It means the fashions that are popular at the moment and is a term commonly used in relation to fashion and the fashion industry.

The science of fashion trends is a deep and complex science that depends on specifications specific to each trend and has a timeline and relationship to consumer psychology (Jackson, 2007, pp.168-187).

2.2 Forecast

Forecasting is a tool used to obtain future demand based on past demand information. It is used by designers, manufacturers, retailers, marketers, and executives to give creative dynamism to their brands to achieve an increased competitive advantage in the market. The position of forecaster at the manufacturing level is a demanding job that carries with it heavy leadership responsibilities rooted in the practical jargon of news, production, and salability (Cataldi, 2017, pp.22-46).

It is an art that relies on predictions that are based on intuition, judgment of good events, and creativity. It is also a science in which forecasters rely on analytical concepts and models to predict upcoming fashion trends in systematic ways (Bandinelli, 2013, pp.5-31).

2.2.1 Forecasting Trend Process

The creative process can be understood, practiced, and applied by anyone with the tools. Also, there is a need for a balanced vision that seeks new approaches that break the cultural edge, the reality of demographic change, and identify fads-the long wave of change. That uses product planning to gain market share and position products against competitors, shape combinations, style trends, and colour, as well as textile trends (Cataldi, 2017, pp.22-46).

2.3 Fashion Forecasting

A creative process is used to predict fashion trends for the coming seasons. It depends on a systematic procedure including collecting information, market and consumer research, and analyzing data and information about everything related to fashion (Ali, 2022, pp.202-207).

2.3.1 Fashion Trend Forecasting

A global career based on future trends in fashion, starting 20 months before the target season.

An analytical process for data collected from different trends in the fashion industry is formulated through the vision of forecasters and specialists using statistical methods to avoid error and achieve the best results required in the future (Mohamed, 2014, pp.202-203).

2.3.2 Fashion Forecasting Process

A process that includes the main lines of understanding the business vision and the main profile of the target customers, collecting information about available products, preparing and identifying trends, and choosing appropriate products for the company and the target customer. It depends on the colour and style that are important to expect from consumers and retailers (Bandinelli, 2013, pp.5-31).

2.3.3 Types of Fashion Forecasting

Long-term forecasting: It depends on forecasting trends for five years or more in the future in all areas of life, especially in the direction of the fashion industry. It is based on design, production, and retail sales. This type of forecasting contributes to the strategies of developing fashion industry companies and making decisions related to redefining locations, expanding product lines, starting new businesses, and building a new brand (Ali, 2022, pp.202-207).

Short-term forecasting is based on forecasting trends from one year to two years in the future based on the latest products in colour, fabric, style, and appearance (Ali, 2022, pp.202-207).

2.4 Global Fashion Forecasting Agencies and Companies

Trend forecasting agencies act as consultants to large companies. Their role is to analyze social trends that affect the consumer. Their target customers are in the

retail, technology, finance, automotive, food, and fashion and creative industries. The agency serves those who are looking for new ways to communicate, develop new products and strategies, and advance company thinking on the key issues their organization faces. These services can be customized or purchased by an annual subscription. Small or large conference activities are regularly held by larger trend forecasting agencies to share the latest knowledge with clients. These larger agencies also provide additional workshops, presentations, and newsletters to provide the “most important” information weekly, quarterly, or semi-annually (Cataldi, 2017, pp.22-46).

There are many of these international agencies that determine fashion trends (Ali, 2022, pp.202-207). The most prominent of these agencies that provide seasonal forecasts for each of (Fall/Winter - Spring/Summer) are (Promo style-WGSN, CBI, Trendzoom, Heuritech, etc.) (Cubbin, 2023):

- **Forecasting agency (Trendwatching.com)** is a company that bases its information primarily on intuition as well as conduct market research surveys and also focuses on online research and the information they receive from thousands of “trend watchers” from around the world (Jackson, 2007, pp.168-187).

There are several methods by which agencies rely on trend forecasting:

1. Following fashion news through exhibitions that are held over two seasons during the year, namely, colour trends exhibitions, textile trends to determine the trend of the season in fashion and lifestyle, focusing on colour and materials used and the new style.
2. Studying the consumer through questionnaires to identify a group of specialized people and a group of demographics to learn about lifestyle, behavior, age, and other preferences that are used to determine the target market. Questionnaires are used to better understand consumer behavior (Ali, 2022), pp.202-207.
3. Developing an analytical plan for the structure of the formulation boards in general to determine what is likely to happen next by analyzing the data by fashion forward experts to determine a deep vision of consumer behavior.
4. Studying social and economic trends and events on the scene in general that affect society due to cultural changes and transformations in lifestyle, which reflect changes in the age groups of generations in general and youth in particular. The level of the economy affects purchasing decisions on a large scale and wide-ranging transformations cover industry lines.

5. Analyzing trends to explore short-term trends and long-term trends that affect production prospects and trying to combine previous forecasting methods.
6. Providing analyses of the seasonal trend competitively with different agencies by researching innovative plans and capabilities through various information sources so that this allows measuring activities among competitors and developing an accurate vision of the market environment (Ali, 2022, pp.202-207).
7. Trying to explore the spirit of the times and combine cultural components that suit it and the ability to coordinate between these components by coordinating across product categories and fashion trends (Ali, 2022, pp.202-207).

2.5 Strategic Plan

2.5.1 Planning

“*Plan*” means the process of setting goals and choosing means to achieve those goals. It also means the process of determining the courses of action and procedures required to achieve goals. The plan is determined by what must be done to achieve the final goal. It consists of deciding in advance what must be done, who must do it, and how it should be done (El-Okda, 2016, pp.149-157).

2.5.2 Strategy

The term “*strategy*” has its roots in the Greek "strategia", meaning "the art of war," so transferring this term to management would mean, at least initially, "the art of management or leadership (9).

- “According to Chandler Alfred, preparing the basic long-term goals and objectives of the organization, selecting action plans, and allocating the necessary resources to achieve these goals (Ali, 2019, p.434).
- “According to Harvard School, the set of decisions that are important for the organization’s major choices, related to adapting the organization to change as well as determining the basic goals and movements in order to reach them.”
- For Chandler, it is setting long-term goals and allocating resources to achieve these goals (Ali, 2019, p.434).

2.5.3 The Strategic Plan

It is an important tool for directing the organization's work that helps maintain a focused, long-term vision of the organization's missions and goals. It also helps in making decisions related to the allocation of human and financial resources. The success of an innovative strategy can be measured through novelty, the degree of change or impact apparent in the project, or through the organization's ability to renew or change the strategy of the main organization, which reflects the strategic planning process of values and work culture (El-Okda, 2016, pp.149-157).

Planning is an aspect of great importance in strategic thinking and the field of management. By working on the basis of a strategic plan, the work team is able to think creatively and focus on business directions and main work. The team approach is strengthened by clearly defining the focus and direction together and developing plans in cooperation with partners. Beneficiaries and other designers provide a general framework through which they can monitor progress, learn from experiences, and make the necessary changes to improve the effectiveness of performance (El-Okda, 2016, pp.149-157).

2.4.3.1 Structure of the Strategic Plan

The strategic plan determines how to investigate the vision, as the strategic plan begins with the evaluation by identifying problems (El-Okda, 2016, pp.149-157), strong and weak points, and then analyzing them. The following key steps must be taken to achieve the correct vision and the goal of the strategy:

- Choose the vision and mission clearly.
- Aim and objectives: the main steps to achieve the goal.
- Current market studies: collecting information and photos about international fashion and its trends, in addition to gathering consumer and product requirements within the Egyptian markets.
- Current market study analysis: identify strengths, weaknesses, and opportunities.
- Target group: Who will the strategic plan benefit from?
- Design a strategic plan. It will help identify important areas and points where factories and producing companies need to make choices and decisions.
- Action steps: How will it be implemented? Why?
- Conclusion: evaluation of previous steps.

3. Experimental Work

To achieve the goal of this research, the following steps were implemented:

3.1 Collect and analyze information and photos of the current and upcoming season's events for global fashion trends and international fashion forecasting agencies for 2023 and 2024 to help understand and build the strategic plan.

3.2 Conducting an interview with manufacturers and producers of clothing for the Egyptian markets to identify the important factors that must be taken into account to meet the desires of the local Egyptian market, with analysis of the results.

3.3 A questionnaire containing 4 items was presented to 13 specialists in the field of clothing and textiles to ensure the validity and reliability of the questionnaire regarding the opinions of Egyptian consumers.

3.4 A questionnaire was built using Google Forms to define the opinions of Egyptian consumers the study sample consisted of 368 consumers about: (a) consumer behavior in following fashion including (16) items; and (b) consumer behavior in purchasing clothing products, including (16) items; with analysis of the results.

3.5 Building a strategic plan: reading and analyzing global fashion trends and Egyptian consumer's demands, then determining the accepted local market fashion direction by copying or redesigning the global fashion one.

3.6 Several photos of different global fashion designs for the current seasons (2024 and 2025) were collected and redesigns by the researcher to meet the local Egyptian market.

3.7 A questionnaire was built using Google Form to define the opinions of specialists in the field of clothing and textiles 22 specialists to determine the success of the proposed designs that have been redesigned from international fashion.

3.8 All questionnaires were statistically analyzed to derive results and recommendations using SPSS statistical program version 21.

5. Research Results and Discussion

5.1 Creating a Strategy for Following Fashion Trends According to the Requirements of the Egyptian Market

To achieve this goal, in order to start producing fashionable clothing, it is important to develop fashion design skills, study updated international fashion trends, and know consumer and market requirements. Then comes the planning,

design, and development stage of some of your own designed clothing collections, and then present to specialists, consumers, clothing producers, and retailers. And learn from the positives and negatives.

5.1.1 Aim of the Strategy

Information was collected, and several images of fashion designs that follow international fashion trends for the years 2024-2025 were collected and analyzed by the researcher. Then information was collected and analyzed about the extent to which fashion lines are followed by the authorities specialized in producing clothing in the Egyptian market. In addition, the researcher conducted a questionnaire to identify the behavior of specialists as well as consumers in following fashion and purchasing clothing products; to gain ideas, those designers need to build up their new designs that follow international fashion while preserving the requirements of consumers in the local market.

5.1.2 Current Market Studies

Collect information about global fashion trends for the years 2024-2025 from the internet, fashion magazines, fashion shows, fashion houses and designers, blogs, and international fashion institutions. In addition to Egyptian producers, specialists, and consumers to learn about the requirements of the local market.

5.1.3 Analyze the Collected Information

After analyzing the information from the previous review; to allow a more open interpretation of the content of the strategy, it became clear:

- The specification of international fashion trends for 2024-2025.
- The method used to produce fashion by local producers.
- The behavior of specialists and consumers in following fashion and purchasing clothing products.

5.1.4. Target Group

This study wants to present work that may help those interested in the field of fashion, such as clothing producers, retailers, fashion and textile design students, local designers, people working in related fields, and people interested in their own projects.

5.1.5 Action Steps

To implement the strategic plan. The following steps are suggested to help the target group identify tasks that can be done to achieve the business goal:

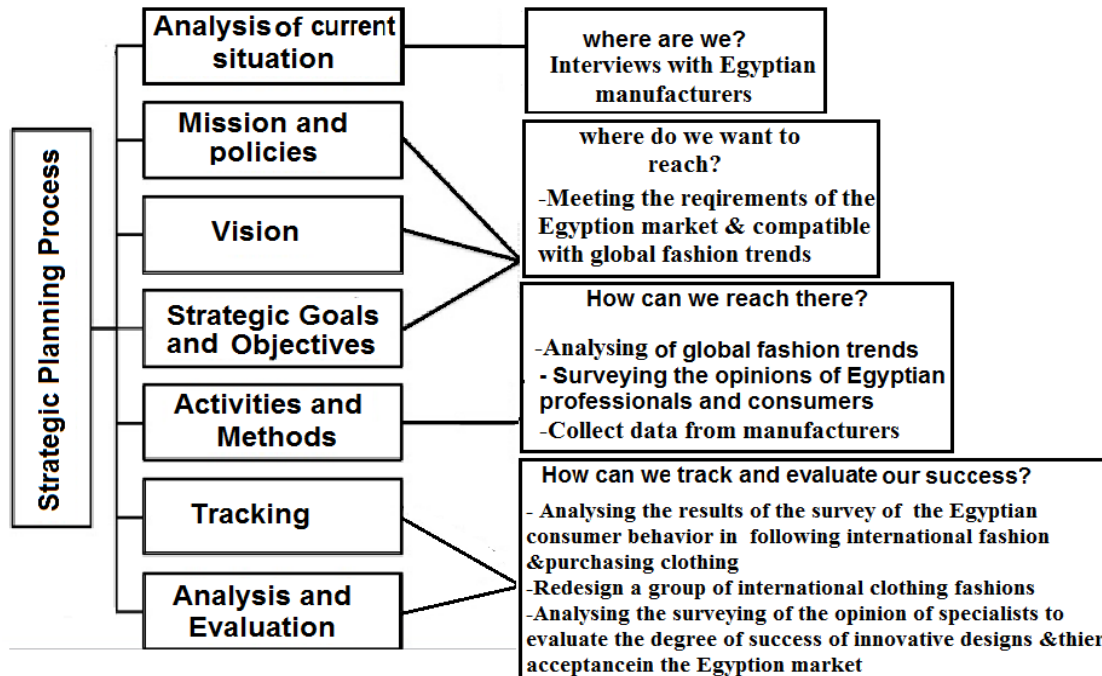


Diagram 1. Flowchart of a strategic planning process modified by the researcher

Tracking is a very important part of strategic planning. It allows management to be aware of the current situation regarding the objectives and if there is a need to review them or make any change. For this reason, the evaluation process can be conducted twice a year, one in the middle of the year and the second at the end of the year to examine any violation or feel confident about what has been achieved. Therefore, it should include comments, reports, and reasons for unachieved goals.

5.1.5.1. Information and Photo Collection and Analysis of International Fashion Trends

Photos and information about international fashion trends for the years 2024 and 2025 were collected and analyzed by the researcher, focusing on four important elements: colour, material, and sources of inspiration, in addition to clothing pieces and their composition (Table 12).

5.1.1.1 Information and Photo Analysis of International Fashion Trends

-Colours

Forecasting colour trends is a process where creativity, research, and data analysis come together (Table 1). Colour trends are constantly touching every point of our lives as consumers look to keep up with social culture and reflect on their wants and needs. Forecasting agencies use large-scale models that take into account global macro - impacts including economic, political, and societal shifts; more nuanced cultural and psychological consumer behavior patterns; and seasonal influences, including retail purchasing events and holidays, to predict consumer purchasing habits and preferences (Forecasting Colour Trends, 2024).

- Soft shades are dominating Spring/Summer 2024, ranging from traditional pastels to dark cherry reds. Designers played with shades of blue, green, pink, purple, and yellow in both pastel and jewel tones, such as: powder blue colour, pistachio, purple, a soft shade of pink, almost navy (the shade has a little bit more pigmentation than classic navy), canary yellow, forest green, silver shimmer, lavender haze, bright and strong bold shades of red, shades of green, pale yellow, purple, lilac, white, chocolate brown (Hannah, 2024).
- Grey is a staple for many year-round wardrobe-wise, and the darker shade of charcoal grey was prominent (Hannah, 2024).
- A combination of bright colours with rich natural tones: blue, green, orange, earthy brown, mustard, fiery and impassioned red, yellow, burnished Lilac, a tinged and smoky lavender tone, gray.
- The global authority on consumer and design trends, WGSN x Colouro, colour picks for the Fall/Winter 2024-25 season include Intense Rust, Midnight Plum, Apricot Crush, Sustained Grey, and Cool Matcha, as well as silver to gold, metallic, and shiny tones (Swatch On Inc, 2023).

- Fabric Trends

Global fashion trends for 2024 and 2025 reflect industry and societal dynamics, as well as brand strategies influenced by evolving consumer behavior. Both 2024 and 2025 include many different types of materials, the most important of which are:

- Light and malleable fabrics like silk, chiffon, satin, and subtle sheen satin and openwork materials (Swatch On Inc, 2024).
- Denim and upcycled denim jeans and untouched tailored pieces like crisp button-downs and wide blazers (Swatch On Inc, 2024).

- Lace, Linen, metallized fabrics, sheer mesh, ultra-fine knit for sheer top and luxurious materials (Swatch On Inc, 2024).
- Recycled polyester (cozy and fluffy but modest texture) and transparent vinyl PVC for all occasions (Swatch On Inc, 2023).
- Fall/Winter 2024/25: A wool jacquard paired with a quilted-ground abstract print. A spotted motif on three-layer scuba fabric combined with bio-based stretch polyamide ribbed jersey or a textured knit whose polyamide comes from the rubber of used tires, which belong to the new super technical sustainable materials, is also in traditional-structure piece-dyed suiting and monochromatic tweeds with fancy yarns (Swatch On Inc, 2024).
- Jacquard wool (Swatch On Inc, 2023) with unusual graphic motifs, botanical pattern prints and intricate embroidery, 3D-printed flowers of knit felt, macro-weave sporty tweed paired with memory-effect metallic weft denim. In knits, shiny chenille horizontal band patterns are alternating with transparencies, and the hot print engraving effects on velvet (Swatch On Inc, 2023).

-Sources of Inspiration

The main fashion brands and designers in the 24/25 fall and winter shows are inspired by geological environments such as sandstone, soil, and gray rocks in nature, which have a plain, natural, stable, and high-quality neutral colour.

-Natural colours that lean towards neutral and closest to the colours of the earthy tones, dusty and tanned shade inspired by an arid landscape and blue of sky and water (Swatch On Inc, 2023).

- Romantic floral patterns inspired by nature, in addition to flowers and roses in innovative forms as: appliqués, adorning choker necklaces, and even as metallic accessories.

- Inspiration from South America, Southeast Asia, Russia, Brittany, and Sicily; the designer merges worlds to blend these together to tap into some kind of new cultural aesthetic (Swatch On Inc, 2023).

- Inspired by 90s fashion (Swatch On Inc, 2023).

- Metallized fabric, which was inspired from futurism and is influenced by the new, evolving world of the Metaverse.

-Summer is the most cited inspiration for designers, as designers were inspired by climate change and record temperatures, the idea of designs in which they used mesh fabrics, holes, lace, and other perforated techniques, as if the designer was

building a kind of air conditioning function into their clothes (Swatch On Inc, 2024).

- Clothing Pieces and their Composition

-Practical separates and tailoring sets (Swatch On Inc, 2023).

- The workwear style draws inspiration from attire worn in workshops, factories, farms, and industries with its practicality, toughness, and comfort for demanding physical tasks (Topfashion, 2023).

-Flowy and drapery set-up (Swatch On Inc, 2023). Draping, commonly found in dresses, blouses, and skirts, involves the gentle folding of fabric to create elegant waves on the body through asymmetrical cuts, intricate clothing details, and stylish overlays (Topfashion, 2023).

- Cutouts, slashes, and shreds in asymmetric cuts.

- Short length dresses, skirts, shorts, and other pieces that originated in the 60s (Bakshi, 2023).

- Attention was given to the female form through shortened skirts; clean lines to outline the body; fitted maxi dresses; liquid gowns that represent the delicacy and flexibility of the interior; and plunging necklines (Topfashion, 2023).

- Engineer style jackets and shirts inspired by workwear. This gave rise to iconic pieces like overalls, work jackets, loose-fitting pants, flannel shirts, work boots, and aprons, often crafted from sturdy fabrics like denim and canvas and marked by simplicity, functionality, and durability with reinforced seams, utilitarian pockets, and an unpretentious design (Topfashion, 2023).

- Oversized cargo pockets for added utility (Topfashion, 2023).

- Monochromatic ensembles (Topfashion, 2023).

- Dresses over pants, double belts, racing jackets, long shorts, and denim on denim (Bakshi, 2023).

- Sporty wide-leg pants, tied ankle pants, floor-length wide-leg pants, straight cargo pants, slim flared pants, and tapered pants with a sense of volume (Topfashion, 2023).

<p>Ulla Johnson and Erdem collections SS 2024 (Swatch On Inc, 2023)</p>	<p>Tibi, Tory Burch, and Staud SS'24 runway shows (Swatch On Inc, 2023)</p>	<p>Jason Wu, Proenza Schouler, Staud; Spotlight Launchmetrics.R SS '24 (Swatch On Inc, 2024)</p>	<p>Ulla Johnson, Sandy Liang, Tory Burch; Spotlight Launchmetrics SS'24 (Swatch On Inc, 2023)</p>
			
<p>Design from Gestuz-Denim on Denim WF-2024 (Swatch On Inc, 2023)</p>	<p>Alexander McQueen, Lazyo of FW-2024-2025 (Swatch On Inc, 2024)</p>		<p>Rabanne, Alexander McQueen Spring/Summer 2024 (Swatch On Inc, 2024)</p>
			

<p>MiuMiu, Bogner- FW-2025 (Swatch On Inc, 2024)</p>	<p>LOUIS VUTTON, BURberry, LAVIN FW-2024-2025(Swatch On Inc, 2023)</p>	<p>Andersson Bell, Yohei Ohno-SS-2025 (Swatch On Inc, 2024)</p>
		



5.1.5.2. Conducting Interviews with Egyptian Entities Specialized in Clothing Production

To verify this hypothesis, to what extent do Egyptian clothing companies keep pace with international fashion and apply global forecasting?

The researcher did field visits to some local factories and production decision makers in ready-to-wear garment factories and companies to answer some questions about the extent of following international fashion lines and their procedures in providing appropriate products to the Egyptian market. The extent of their interest is to develop development plans for production that are in line with international fashion and suit the local market.

The opinions of 15 factories, companies, showrooms, and outlets selling ready-made clothing companies in the governorates of Cairo, Sharqia, and Alexandria, and some industrial cities, including 10th of Ramadan, Obour, and October, were interviewed. The survey was divided into four axes:

First: fashion sources inside the factory; second: the type of implemented designs, third: following international fashion trends, and fourth: following international fashion in colors and fabrics; the results are shown in Table 3.

Table 3.The results of the four axes resulting from the interview with (15) producers of companies and factories in Egypt.

Answers of producing companies and factories		No. of factories	Percentages
1- Fashion source	The factory has a fashion designer	-	%0
	Bringing and simulating clothing samples from foreign sources	9	%60

	inside the factory	Using the internet and some social networking sites	9	%60
		Fashion magazines, pre-production samples, and a proposed design are in demand in the market	3	%20
		Customer request (worksheet)	3	%20
		Study the market and collect data from sales	2	%13.33
2-	The type of implemented designs	Innovative and redesigned from global fashion	3	%20
		Basic and casual clothes	12	%80
3-	Following international fashion trends	To some extent	7	%46.66
		Does not follow international fashion	8	%53.33
4-	Following international fashion in colours and fabrics	Global colour alignment	2	%13.33
		To some extent follows global colours	3	%20
		Follows in accordance with sales and local market	10	%66.66

From the results of the interview with 15 producers of companies and factories inside Egypt, as shown in the previous table 3, it can be seen that:

There is a scarcity among companies and factories in the presence of fashion designers to analyze and follow fashion trends and apply them within production, while (9) factories depend on producing clothes from pieces of clothing that were brought and imitated from foreign markets such as China and Turkey, which is equivalent to a percentage of (60%), while (9) factories rely on websites and social media to obtain modern clothing designs, equivalent to a percentage of (60%), and (3) other companies rely in their designs on fashion magazines and previous clothing pieces that are frequently redesigned, Equivalent to (20%) of a total of 15 factories. Production is also carried out in three factories based on the customer's request (worksheet), which represents (20%) of the factories. While (2) factories rely on studying the market through sales at a rate of 13.33%. (8) factories do not follow international fashion trends (53.33%), while (7) factories follow international fashion trends, after modifying their designs to suit the demands of the local market (46.66%), and (2) factories follow fashion trends. in colours by (13.33%), while (3) factories depend on international colours in choosing colours, which is equivalent to (20%), but (10) factories follow colour trends in accordance with sales data, which is equivalent to (66.66%).

5.1.5.3. Identify the Behavior of Specialists and Consumers in Following Fashion and Purchasing Clothing Products

A questionnaire was built using Google forms to define the opinions of Egyptian specialists as well as consumers to identify: (a) their behavior in following fashion includes 16 items; and (b) their behavior in purchasing clothing products includes 16 items; with analysis of the results.

5.1.5.3. Validity and Reliability of the Egyptian Consumer Questionnaire

The Egyptian Consumer Questionnaire was designed; to ensure its validity and reliability, another questionnaire, which includes 4 items, was presented to a number of (13) specialists in the field of clothing and textiles who are faculty members in various colleges affiliated with Egyptian universities.

A. Validity Calculation

To calculate the validity of the internal consistency of a questionnaire to evaluate the opinion of specialists in following fashion trends, it was applied to a survey sample, and after monitoring the results, it was processed statistically. The Pearson correlation coefficient was calculated between the axis and the total score of the questionnaire, and all of them were significant at the 0.01 level, which indicates the internal consistency of the questionnaire statements and allows the researcher to use it in the current research, as clear in Table 4.

Table 4. Correlation coefficients for the axes of the questionnaire evaluating the opinion of specialists in following fashion trends

Indicator	Correlation coefficient	indication
Fashionable behavior	.856**	.000
The behavior of the specialist in purchasing clothing products	.857**	.000

** Significant at level (0.01)

It is clear from the table that the correlation coefficients are all at the level of (0.01), as the correlation coefficient values are close to the correct one.

B. Reliability

Reliability coefficients were calculated for the questionnaire to evaluate the opinion of specialists in following fashion trends using the Alpha Cronbach method and split-half for the axes and the questionnaire as a whole; see Table 5. Shows the reliability values for the three methods (AL-Jundi, 2014).

Table 5. Reliability coefficients for the axes of the questionnaire evaluating the opinion of specialists in following fashion trends

Practices	Number of phrases	Alpha coefficient	Half retail	
			Spearman's coefficient	Guttman coefficient
Fashionable behavior	17	.861**	.866**	.904**
The behavior of the specialist in purchasing clothing products	17	.853**	.850**	.915**

** Significant at level (0.01)

It is clear from Table 5. that the values of the reliability coefficients (alpha _split-half, which includes the Spearman coefficient and the Guttman coefficient) for the dimensions and the questionnaire (as a whole) are significant at the level of (0.01), which confirms the stability of the questionnaire for evaluating the opinion of specialists in following fashion trends, the accuracy of its measurement, and the consistency of its statements, which dictate its suitability for application in the current study.

5.1.5.3.2. Egyptian Consumer Questionnaire

An electronic questionnaire was prepared using "Google Form" in a multiple-choice style, directed to a random sample of Egyptian consumers 368 consumers, includes two main axes to measure the first axe Egyptian consumer behavior in following international fashion trends and includes 16 items, and the second axe: consumer behavior in purchasing clothing products and includes (16) items. The result of analyzing the questionnaire statistically using the "SPSS program, Virgin 21" (AL-Jundy, 2014) was represented in answering the hypotheses as follows:

Discussing Hypotheses

Does the degree of consumer acceptance of following fashion trends and purchasing clothing products vary depending on the variable (gender, job, level of education, age group)?

First: Type: The hypothesis has been verified

There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of consumer acceptance of following fashion trends and purchasing clothing products, depending on the variable (type).

To test the validity of this hypothesis, a T-test for two unrelated means was calculated to compare the degree of consumer acceptance of following fashion trends and in purchasing clothing products according to the gender variable (male or female). The following Table 6 summarizes these results (AL-Jundi, 2014).

Means and standard deviations were calculated for the degree of consumer acceptance in following fashion trends and in purchasing clothing products depending on the variable (type) as shown in the following Table 6.

Table 6. Means and standard deviations for the degree of consumer acceptance of following fashion trends and purchasing clothing products according to the variable (type)

The hub	Type	the number	Average	standard deviation	Degree of freedom	"T" value	indication
Consumer behavior in following fashion trend	male	42	35.29	5.46	366	.727	.468
	female	326	34.67	5.17			
Consumer behavior in purchasing clothing products	male	42	35.02	6.19	366	.472	.637
	female	326	34.55	6.08			
(As a whole)	male	42	70.31	11.41	366	.599	.549
	female	326	69.22	11.07			

It is clear from the previous table:

- There is no statistically significant difference between the degrees of acceptance of consumer behavior in the following fashion depending on the variable (type), as the value of "T" was (0.727), which is a value that is not statistically significant at a degree of freedom (366).
- There is no statistically significant difference between the degree of acceptance of consumer behavior in purchasing clothing products depending on the variable (type), as the value of "T" was (0.472), which is a value that is not statistically significant at a degree of freedom (366).
- There is no statistically significant difference between the degree of acceptance of consumer behavior in following fashion (as a whole) depending on the variable (type), as the value of "T" was (0.599), which is a value that is not statistically significant at a degree of freedom (366).

Discussing the Hypothesis

The hypothesis was rejected, it states: There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of acceptance of consumer behavior in following fashion and in purchasing clothing products, depending on the variable (type). The alternative hypothesis is accepted, it states: There is no statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of consumer acceptance in following fashion trends and in purchasing clothing products depending on the variable (type).

Second: Job: The hypothesis has been verified

There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of consumer acceptance of following fashion trends and purchasing clothing products depending on the variable (job).

To test the validity of this hypothesis, a t-test for two unrelated means was calculated to compare the degree of consumer acceptance of following fashion trends and purchasing clothing products according to the job variable (works, does not work). The following Table 7. Summarizes these results (AL-Jundi, 2014). Means and standard deviations were calculated for the degree of consumer acceptance in the following fashion trends and in purchasing clothing products depending on the function variable (works, does not work), as shown in the following Table 7.

Table 7. Means and standard deviations for the degree of acceptance of consumer behavior in following fashion and in purchasing clothing products depending on the job variable (works, does not work)

The hub	Function	The number	Average	standard deviation	Degree of freedom	t" value"	indication
Consumer behavior in following fashion trend	Working	196	35.35	5.39	366	2.127 *	.034
	do not work	172	34.20	4.98			
Consumer behavior in purchasing clothing products	Working	196	35.31	6.43	366	2.100 *	.036
	do not work	172	33.98	5.71			
(As a whole)	Working	196	70.66	11.67	366	2.148 *	.032
	do not work	172	68.18	10.47			

*Job at level (0.05)

It is clear from the previous table:

- There is a statistically significant difference between the degrees of acceptance of consumer behavior in the following fashion depending on the variable (job) – in favor of (work), as the value of “T” reached (2.127), which is a statistically significant value at a degree of freedom of 366.
- There is a statistically significant difference between the degrees of acceptance of consumer behavior in purchasing clothing products depending on the variable (job) – in favor of (work), where the value of “T” reached (2.100), which is a statistically significant value at a degree of freedom of 366.
- There is a statistically significant difference between the degrees of acceptance of consumer behavior in following fashion (as a whole) depending on the variable (job) – in favor of (work), where the “T” value reached (2.148), which is a statistically significant value at a degree of freedom of 366.

Discussing the Hypothesis:

The hypothesis was accepted, it states: There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of acceptance of consumer behavior in the following fashion and purchasing clothing products depending on the variable (job) – in favor of (work).

Third: Level of education: The hypothesis has been verified

Means and standard deviations were calculated for the degree of consumer acceptance of following fashion trends and purchasing clothing products, varying by variable (level of education), as shown in the following Table 8.

Table 8. Means and standard deviations for the degree of acceptance of consumer behavior in following fashion and in purchasing clothing products according to variable differences. Variable (level of education)

The hub	education level	The number	Average	standard deviation
Consumer behavior in following fashion trend	secondary	18	35.16	5.20
	University	214	36.11	5.83
	Postgraduate	136	33.89	5.03
Consumer behavior in purchasing clothing products	secondary	18	35.11	6.20
	University	214	36.00	6.15
	Postgraduate	136	33.63	5.80
(As a whole)	secondary	18	70.27	11.25
	University	214	72.11	11.79
	Postgraduate	136	67.52	10.59

To verify the validity of this hypothesis, the researcher used the “One-Way ANOVA” method to determine the significance of the differences, as shown in the following Table 9:

Table 9. One-way analysis of variance for the differences between the degree of consumer acceptance in the following fashion trends and purchasing clothing products according to a variable (level of education)

Consumer behavior	Source of variance	Sum of squares	Degrees of freedom	Mean squares	Value (q)	Significance level
Consumer behavior in following fashion trend	Between groups	169.711	2	84.855	3.175 *	.043
	Within groups	9753.721	365	26.723		
	Total	9923.432	367			
Consumer behavior in purchasing clothing products	Between groups	217.721	2	108.861	2.969 *	.053
	Within groups	13382.146	365	36.663		
	Total	13599.867	367			
(As a whole)	Between groups	771.329	2	385.665	3.167 *	.043
	Within groups	44453.529	365	121.790		
	Total	45224.859	367			

*Significance at level (0.05)

From Table 9, it is clear that:

- 1- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degrees of consumer acceptance of following the fashion trend according to the variable (level of education) in favor of universities, where the value of (F) was a statistically significant value.
- 2- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degrees of acceptance of consumer behavior in purchasing clothing products according to the variable (level of education) in favor of university students, where the value of (F) was a statistically significant value.
- 3- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of consumer acceptance of following fashion trends and in purchasing clothing products (as a whole) according to the variable (level of education) in favor of university students, where the value of (F) was a statistically significant value.

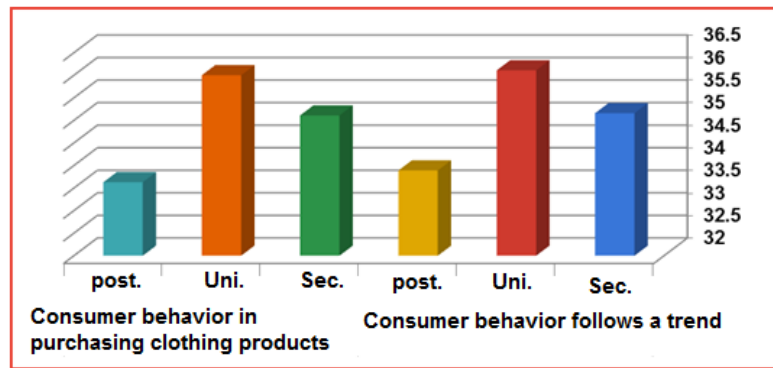


Fig. 1. Averages for the degree of consumer acceptance of following fashion trends and purchasing clothing products according to the variable (level of education)

As shown in Fig. 1. It can be said that the university students are the most fashion-following trends as well as purchasing clothing products, followed by postgraduate

This result is consistent with (Talaat R. M, 2022, pp.132-154) whose study indicates that Egyptian university students interested in fashion will have a higher level of participation in fashion.

Fourth: Age Group: The hypothesis has been verified

Means and standard deviations were calculated for the degree of consumer acceptance of following fashion trends and purchasing clothing products, with variable differences depending on the variable (age group), as shown in the following Table 10.

Table 10. Means and standard deviations for the degree of consumer acceptance in following fashion trends and in purchasing clothing products, according to a variable (age group)

The hub	Age group	The number	Average	standard deviation
Consumer behavior in following fashion trend	From18-25years old	145	35.63	5.50
	From26-32years old	64	34.11	4.91
	From33-40years old	81	33.83	5.04
	From41years and above	78	34.54	4.83
Consumer behavior in purchasing clothing products	From18-25years old	145	35.69	6.55
	From26-32years old	64	33.25	5.16
	From33-40years old	81	33.63	6.05
	From41 years and above	78	34.72	5.63
(As a whole)	From18-25years old	145	71.32	11.91
	From26-32years old	64	67.36	9.96
	From33-40years old	81	67.46	10.94

From 41 years and above 78 69.26 10.12

To verify the validity of this hypothesis, the researcher used the “One-Way ANOVA” method to determine the significance of the differences, as shown in the following Table 11:

Table 11. One-way analysis of variance for the differences between the degree of consumer acceptance of following fashion trends and purchasing clothing products, with a variable-by-variable difference (age group)

Consumer behavior	Source of variance	Sum of squares	Degrees of freedom	Mean squares	value (q)	Significance level
Consumer behavior in following fashion trend	Between groups	210.343	3	70.114	2.628*	.040
	Within groups	9713.089	364	26.684		
	Total	9923.432	367			
Consumer behavior in purchasing clothing products	Between groups	366.149	3	122.050	3.357**	.019
	Within groups	13233.718	364	36.356		
	Total	13599.867	367			
(As a whole)	Between groups	1105.747	3	368.582	3.041*	.029
	Within groups	44119.112	364	121.206		
	Total	45224.859	367			

From the analysis of Table 11, it is clear that:

- 1- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degrees of consumer acceptance of the following fashion trends depending on the variable (age group) – in favor of those age 18 – 25 years, where the value of (F) was a statistically significant value.
- 2- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degrees of acceptance of consumer behavior in purchasing clothing products depending on the variable (age group) – in favor of those from 18 to 25 years old, where the value of (F) was a statistically significant value.
- 3- There is a statistically significant difference at the level ($\alpha \leq 0.05$) between the average degree of consumer acceptance of following fashion trends and purchasing clothing products as a whole depending on the variable (age group) in favor of those from 18 – 25 years, where the value of (F) was statistically significant.

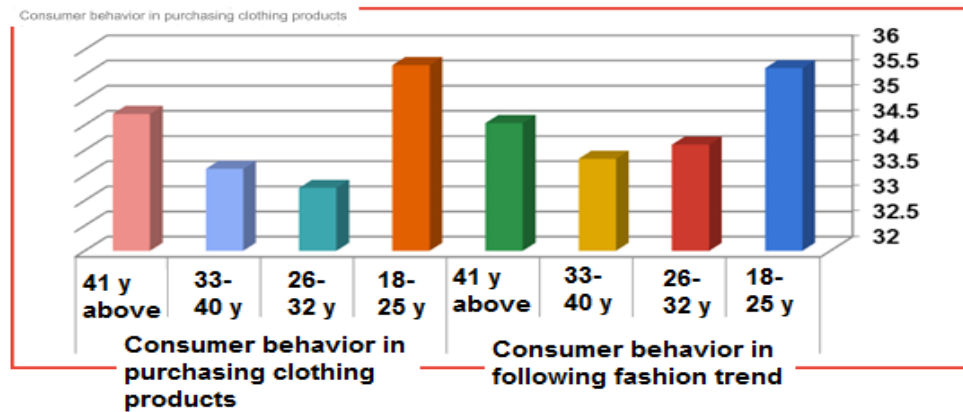


Fig. 2. Averages for the degree of consumer acceptance of following fashion trends and purchasing clothing products according to the variable (age group)

As clear from Fig 2. It can be said that the age range (18- 25) is the most fashion-following trends as well as purchasing clothing products, followed by the range of 41 and more, and the least one is the age between 26 to 40.

This result is consistent with (Nguyetkieuthu, 2023), whose study indicates that generation Z (aged between 12 and 25), the first digital generation, is known for their bold and courageous approach to fashion. They embrace expressing themselves through clothing, and their dressing style shows their individuality and desire to stand out from the crowd.

What is the degree of acceptability of the behavior of the specialist in following fashion and in purchasing clothing products?

The study showed the significance of the differences between frequencies, percentages, and relative weight to the degree of acceptance of the behavior of the specialist in following fashion and in purchasing clothing products table 12.

The study sample consisted of 13 specialists in the field of clothing and fashion design to identify their behavior of following fashion trends and purchasing clothing products.

Table 12. Frequencies, percentages, and degree of acceptance of the specialist in following the fashion trend and his purchasing behavior for clothing products

The behavior	I totally agree		I agree to some extent		I do not agree		Favor	Average	Relative weight
	K	%	K	%	K	%			
The behavior of the specialist in following fashion	4	30.77	6	46.15	3	23.08	To some extent	2.08	69.23
The behavior of the specialist in purchasing clothing products	6	46.15	5	38.46	2	15.38	I totally agree	2.31	76.92

(As a whole)	5	38.46	6	46.15	2	15.38	To some extent	2.23	74.36
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The results of Table 12 Indicate:

The degree of acceptance of the specialist's behavior in the following fashion: The average of the items ranged from (2.08) to (2.31), with a relative weight ranging from (69.23) to (76.92). It is clear from this that a number of specialists' answers tended to somewhat agree at a rate of 69%. While the percentage of specialists whose answers tended to strongly agree with the questionnaire items was (76.92%), based on the above, it can be said that the degree of acceptance of the specialist in following fashion trends and in purchasing clothing products reaches (74.36%).



Fig. 3. The relative weight of the degree of acceptance of the specialist in following fashion trends and in purchasing clothing products.

What is the degree of acceptance of consumer behavior in following fashion and in purchasing clothing products?

To verify this hypothesis, the significance of the differences between frequencies, percentages, and relative weight to the degree of consumer acceptance in following fashion trends and in purchasing clothing products was calculated as shown in Table 13.

The study sample consisted of 368 consumers in different age groups to identify their behavior in following fashion trends and purchasing clothing products.

Table 13. Frequencies, percentages, and degree of consumer behavior of following fashion trends and purchasing behavior for clothing products

The behavior	I totally agree		I agree to some extent		I do not agree		Favor	Average	Relative weight
	K	%	K	%	K	%			
The behavior of the consumer in following fashion	126	34.24	140	38.04	102	27.72	I agree to some extent	2.07	68.84
Consumer behavior in purchasing clothing products	121	32.88	139	37.77	108	29.35	I agree to some extent	2.04	67.84
(As a whole)	123	33.42	140	38.04	105	28.53	I agree to some extent	2.05	68.30

The results of the previous table 13, indicate:

The degree of acceptance of consumer behavior in the following fashion trends: The average of the items ranged from (2.04) to (2.07) with a relative weight ranging from (67.84) to (68.84). It is clear from this that the number of consumers whose answers tended to somewhat agree with a percentage of (67.84%). Based on the above, it can be said that the degree of consumer acceptance of following fashion trends and purchasing clothing products reaches (68.30%).

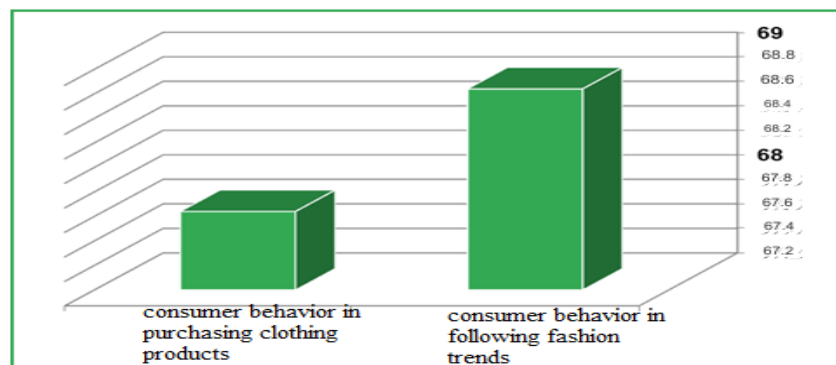


Fig. 4. The relative weight of the degree of acceptance of consumer behavior of the following fashion and purchasing clothing products

Is there a correlation between the behavior of the specialist and the consumer in the following fashion and purchasing clothing products?

To verify this hypothesis, the researcher used the Person correlation coefficient of raw scores between the variables, as shown in Table 14.

Table 14. Matrix of correlation coefficients between the behavior of the specialist and the consumer in following fashion and purchasing clothing products.

	The behavior of the specialist in following fashion	The behavior of the specialist in purchasing clothing products	The behavior of the consumer in following fashion	The behavior of the consumer in purchasing clothing products
The behavior of the specialist in following fashion		0.906**	0.875**	0.785**
The behavior of the specialist in purchasing clothing products			0.678**	0.764**
The behavior of the consumer in following fashion				0.760**
The behavior of the consumer in purchasing clothing products				

Function level at 0.01**

From Table 14, it is clear that:

- There is a statistically significant “direct correlation” between the behavior of the specialist in following fashion and the behavior of the specialist in purchasing clothing products (where the value of “R” reached its statistical significance at the level of (0.01).
- There is a statistically significant “direct correlation” between the behavior of the specialist in following fashion and the behavior of the consumer in following fashion (where the value of “R” reached its statistical significance at the level of (0.01).
- There is a statistically significant “direct correlation” between the behavior of the specialist in following fashion and the behavior of the consumer in purchasing clothing products (where the value of “R” reached its statistical significance at the level of (0.01).
- There is a statistically significant “direct correlation” between the behavior of the specialist in purchasing clothing products and the behavior of the consumer in following fashion (where the value of “R” reached its statistical significance at the level of (0.01).
- There is a statistically significant “direct correlation” between the behavior of the specialist in purchasing clothing products and the behavior of the consumer in purchasing clothing products (where the value of “R” reached its statistical significance at the level of (0.01).
- There is a statistically significant “direct correlation” between the behavior of the consumer in following fashion and the behavior of the consumer in purchasing clothing products (where the value of “R” reached its statistical significance at the level of (0.01).



Therefore, the researcher can accept the hypothesis that states: There is a statistically significant correlation between the behavior of the specialist and consumer in following fashion and in purchasing clothing products, and this result can be explained by the specialists and consumers are brought together by the influence of values, principles, identity, and society of Egypt, which clearly affects their behaviors and decisions to follow fashion and purchase clothes (2).

5.1.5.4 Suggesting Ideas for Remodeling or Redesign as Results of the Analysis

To what extent have the proposed clothing designs been successful, according to the opinion of specialists in the field of clothing and textiles?

To verify this hypothesis, the researcher suggested fashion clothing designs taken from international fashion trends and modified to suit the Egyptian market. Several photos of different global fashion designs for current seasons 2024 and 2025 were collected and redesigned by the researcher to meet the local Egyptian market using the *CLO 3D 7.3.197 fashion design software program*. After that, a questionnaire was built using Google forms consists of 10 statement to define the opinions of specialists in the field of clothing and textiles (22 specialists) and determine the success of the proposed designs that have been redesigned for international fashion.

Design NO.1: Original model & proposed design for fall/winter 2024-2025

Original model shape The ROW— FW2024-2025	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p>Colour plan</p>	<p>Design: Belted one-piece blouse</p> <p>Structural design: A long, asymmetrical blouse with an uneven hemline that resembles a short dress above the knee with a three-dimensional style.</p> <p>A horizontal cut on the front and back above the chest makes the blouse appear to be made up of two pieces: a denim shirt with long sleeves that expand at the hemline with a zippered opening at the mid-sleeve line, a stand-up collar, and a front opening with buttons, and the other piece looks like a strapless fit and flare dress. The blouse is decorated with two leather belts around the waist.</p> <p>Material: Tweed with denim</p>

	Colors: Dark indigo, Camel
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Fig. 6. Proposal design for fall/winter 2024-2025

Design NO.2: Original model & proposed design for summer /fall 2024-2025



Original model shape The ROW—SS-2024-2025	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p style="text-align: right;">colour plan</p>	<p>Design: Overall jumpsuit and blouse</p> <p>Structural design: A slim-fitting, one-piece jumpsuit that covers the legs, has two straps that are attached to a metal cylinder, a princess cut at the third portion of the bodice till the cut line across the asymmetrical horizontal cut across the abdomen. Asymmetrical pants with a box pleat on the right leg. Two belt-like incisions fashioned from faux leather material; the first belts around the abdomen line and the second, around the left thigh, are decoratively attached to one another. The blouse has long sleeves with cuffs, a shirt collar, and buttons.</p> <p>Material: Gabardine, faux leather, cotton, or cotton blend.</p> <p>Colors: Dark indigo jeans, brown leather, cotton skin colour.</p>

Fig. 7. Proposed design for summer /fall 2024-2025

Design NO. 3: Original model & proposed design for summer/fall 2024-2025



Original model shape-ss-2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p style="text-align: right;">colour plan</p>	<p>Design: cardigan, blouse, trousers</p> <p>Structural design: long cardigan with an overlapping neck opening, a shirt with a standing collar with irregular edges, and long wide sleeves that gather at the wrist. Fitted jeans pants with a slanted cut above the knee.</p> <p>Material: Striped cotton blend for cardigan, plain cotton for shirt and plain jeans for pants</p> <p>Colors: Dark indigo, white, multi- coloured striped.</p>

Fig. 8. Design proposal design for summer/fall 2024-2025

Design NO.4: Original model & proposed design for fall/winter 2024



Original model shape-FW2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p>colour plan</p>	<p>Design: coat, dress, trousers</p> <p>Structural design: A-line knee coat with a shawl collar, symmetrically cut from the shoulder line slanted to the center front line, closed with a metal attachment; wide-fitting sleeves to the elbow line followed by a puffy cut, with an elastic band fastening the wrist line. A blouse with an open neck and a crisscross front cut to the midline, a cut from the midline to the hemline in the form of a knee-length dress, and pants that fit the body.</p> <p>Material: plain cotton blouse, gabardine pants, textured tweed fabric for the coat.</p> <p>Colors: plain camel, earthy brown, chocolate brown, camel</p>

Fig 9. Proposal Design for fall/winter 2024-2025

Design NO.5: Original model & proposed design for summer/spring 2024-2025



Original model shape-ss2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p>colour plan</p>	<p>Design: Bolero jacket, dress, leggings pants.</p> <p>Structural design: A bolero jacket with an asymmetrical front cut flat collar, one lapel with defined edges with an external stripe and fitting long sleeves. A knee-length dress with spaghetti straps with a sweetheart neckline which begins with a fitted bodice, tapers at the waist, then flows semi-freely to the knee, with an external layer on one side, defined by an external eyelet tape, fastened with a button on the waistline.</p> <p>Material: plain gabardine for bolero, light-weight fabric with lycra for pants and blended fabric for dress.</p> <p>Colors: forest green, mustard</p>

Fig 10. Proposed design for summer/spring 2024-2025

Design NO.6: Original model & proposed design for summer/fall 2024-2025



Original model shape-ss2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p>colour plan</p>	<p>Design: Shirt dress, pants</p> <p>Structural design: Shirt collar dress with short buttons opening and full sleeves with cuffs; reaches the knee line with a side slit to the buttocks line. The edges are defined by bias bound, embellished with a piece that resembles a half-shirt with free ends containing a sleeve, a stand collar and a front opening with buttons fastened diagonally from the shoulder line to the opposite side. Trousers with inverted cuffs on the leg opening.</p> <p>Material: plain cotton shirt, printed cotton blend added shirt, plain Lycra pants</p> <p>Colors: striped print, navy, charcoal grey</p>

Fig. 11. Proposed design for summer/fall 2024-2025

Design NO.7: Original model & proposed design for fall/winter 2024-2025



Original model shape-fw2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model shape</p>	 <p>Model after modification</p> <p>colour plan</p>	<p>Design: crop top, dress with belt, trousers</p> <p>Structural design: The ensemble consists of a crop top with a standing collar, open rectangular cuts, and full-length sleeves that are divided into two parts and only partially connected at the elbow; it also includes a mini dress with decorative fringes at the waist, a leather belt, and regular-fit pants with an irregular hemline created by a rectangular cut.</p> <p>Material: Cotton Lycra crop top, lace for the upper part of the dress, plain cotton Lycra, light weight gabardine.</p> <p>Colors: chocolate brown, white, beige.</p>

Fig 12. Proposed design for fall/winter 2024-2025

Design NO.8: Original model & proposed design for fall/winter 2024



Original model shape-fw2024	The form of the proposed model after modification (redesign by the researcher)	Model analysis
 <p>Original model</p>	 <p>Model after modification</p> <p>colour plan</p>	<p>Design: An ensemble (under shirt, bolero jacket, skirt).</p> <p>Structural design: An under shirt with sleeves; a godet skirt under knee length, embellished with round metal pieces and an inner lining with different shade colour revealed when opening the godet with zippers extended from the waistline to the hem line. The bolero has an open, curving center front line, a cut at the shoulder line, and is fastened with a belt at the waist with a buckle. It also has broad sleeves with inverted cuffs that are locked in place, big pockets, and straps that are fastened on the shoulders and scay line.</p> <p>Material: Fabric like suede Colors: forest green</p>

Fig. 13. Design proposal for fall/winter 2024-2025

5.1.5.4.1 Specialist Questionnaire

An electronic questionnaire using the “*Triple Licart Scale*” (totally agree- agree- do not agree) was built using a “Google Form”, to define the opinions of specialists in the field of clothing and textiles (22 specialists), including 10 statements to determine the degree of successful of the proposed designs that have been redesigned from international fashion. The analysis of the results is shown in Table 15.

Table 15. Results of calculating the relative weight for each question separately, the weighted average, and the percentage for each design

	S 1	S2	S3	S4	S5	S6	S7	S8	S9	S10	weighted average	Design %
D 1	2.54	2.63	2.54	2.59	2.54	2.36	2.50	2.40	2.50	2.45	2.50	83.33%
D 2	2.63	2.63	2.45	2.59	2.59	2.27	2.22	2.09	2.36	2.36	2.41	80.33%
D 3	2.72	2.81	2.77	2.77	2.81	2.72	2.86	2.77	2.86	2.81	2.79	93%
D 4	2.59	2.45	2.59	2.45	2.63	2.50	2.63	2.63	2.54	2.50	2.55	85%
D 5	2.68	2.63	2.27	2.50	2.40	2.18	2.27	2.18	2.40	2.27	2.37	79%
D 6	2.50	2.63	2.22	2.59	2.36	2.27	2.27	2.36	2.40	2.27	2.38	79.33%

D 7	2.50	2.45	2.18	2.45	2.45	2.13	2.27	2.22	2.22	2.27	2.31	77%
D 8	2.54	2.45	2.54	2.77	2.63	2.59	2.72	2.72	2.68	2.68	2.63	87.66%

D= design S= Statement

Note: All Opinions are its weight (Weights), according to the order (totally agree= 3, agree= 2, do not agree= 1); after that, calculate the arithmetic mean (weighted average), then determine the importance degree: Small degree (1- 1.66), Medium degree (1.67- 2.33) and High degree (2.34- 3)

After analyzing the results of the questionnaire and after calculating the relative weight of each item of the questionnaire's ten statements, the relative average for each proposed design, and the percentage of success of each design, as shown in Table 15, the researcher reached the following results:

- All proposed designs were successful, as all designs obtained percentages higher than 75%.
- The third proposed design achieved first place with a score of 93%, followed by the eighth design with a score of 87.66%, then the fourth design with a score of 85%, and the seventh proposed design came in eighth and last place with a score of 77%. As shown in figure 4.
- The third proposed design achieved the **highest relative weight** in the ten questionnaire statements (**importance high degree**), as it succeeded in all aspects of design, colour, social acceptance, beauty, and suitability for purchase and use.
- The eight proposed designs succeeded in achieving a **high degree of importance (2.34- 3)** in the first statement in the form, which includes "The design is consistent with international fashion lines" the second statement in the form, which includes "The external appearance of the design is consistent with the lines of the original design" the fourth statement in the form, which includes "The colours used for the proposed design follow international fashion colours" and the fifth statement in the form, which includes "The proposed design is characterized by balance in the final design lines".
- Proposed designs No. 5, 6, and 7 achieved a **moderate degree of importance (2.67- 2.33)** in verifying statements No. 3, 6, 7, and 10, which include, in order: "The design is successful and has an acceptable appearance," "The design is suitable for wearing at different daily times," "The proposed design is appropriate for implementation in the Egyptian market," and "Refer friends to the brand that offers the suggested design,".

- The seventh design achieved last place, as it is the only design that achieved a relative average with a **moderate degree of importance (2.31)** for the design as a whole, although the design obtained a high degree of importance in fulfilling statements 1, 2, 4, and 5, and a medium degree of importance in fulfilling statements 3, 6, 7, 8, 9, and 10, where statements 8 and 9 include, in order: “The proposed design is compatible with the Egyptian consumer and our social values” and “the proposed design is characterized by the beauty of the final appearance.”

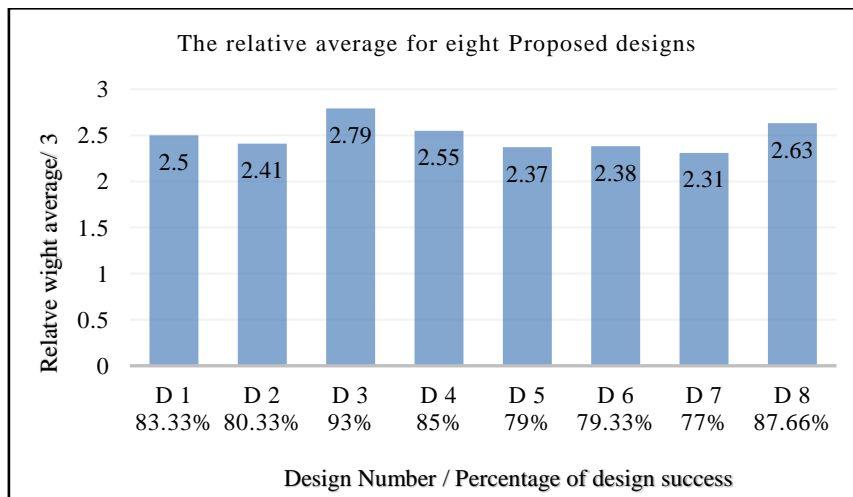


Fig. 4 The relative average and percentage of success of the eight proposed design

6. Conclusion

International fashion institutions set their trends in fashion design for each of the four seasons: summer, spring, fall, and winter. New fashion trends may emerge; and old fashions from previous years may be revived, such as the fashion of the sixties, seventies, or nineties of the last century. But do these institutions care about the identity, cultures, and desires of consumers in different societies in general? Do international fashion trends suit the desires of the Egyptian consumer and the requirements of the local market in particular?

In view of these factors, the current study developed a strategic action plan that may help clothing producers within the Arab Republic of Egypt and all those interested in the world of fashion, such as students, teachers, and professors in institutes and universities and designers specialized in the field of clothing and textiles, in addition to those working in the field of industry and production. They must have methods for studying and analyzing international fashion trends and link them to the requirements of the Egyptian market. From these methods:

encouraging followers of fashion and purchasing behavior to develop their own design ideas and trends in a way that suits Egyptian consumers, and methods for modifying and redesigning designs inspired by international fashion lines.

It is important to recognize the strategic issues that have emerged from the analysis so far because this helps to:

- Focus attention on the requirements of the local market without prejudice to international fashion.
- Identify the challenges facing clothing producers to ensure real sales and profits.
- Highlight the changes occurring in the general taste of the consumer that require change and development in the clothing industry
- Provide some ways on how to solve problems.

Data on global fashion trends was collected and analyzed, in addition to collecting data from specialists in the field of clothing and textiles, consumers, and some institutions based on clothing production in Egypt as a review of the literature for the strategic plan. The result of the analysis of the collected data consists of the following:

1-Trend forecasting agencies act as consultants to large companies; they base their information primarily on intuition as well as conduct market research surveys, such as: following fashion news through exhibitions, namely (colour trends exhibitions-textile trends), studying the consumer through questionnaires, developing an analytical plan for the structure of the formulation boards; studying social and economic trends and events on the scene in general that affect society due to cultural changes as well as transformations in lifestyle, analyzing seasonal trends, trying to explore the spirit of the times and combine cultural components that suit it.

2- Results of the interview with the institutions responsible for producing and selling clothing in the local market are that: they do not have fashion designers, and that in some institutions, the factory owner plays this role as a result of his sales statistics. In the majority of producing institutions, they rely on magazines, websites, samples collected from foreign markets such as China and Turkey, and sales percentages for previous products.

3- There is a statistically significant correlation between the behavior of the specialist and the consumer in following fashion and purchasing clothing products.

4- The consumer opinion questionnaire revealed that:

-The results showed that the percentage of female consumers follow new fashions only when they are acceptable 60.1%, and that female consumers are not interested in following the fashion trend as much as they care about the appropriateness of the clothes and how suitable they are for them 53%. Likewise, female consumers do not tend to follow fashion in clothing products. The difference in general taste was 65.2%, while the results showed an average interest among female consumers who are interested in clothing items with a new and different idea in design, with a percentage of 48.4%.

- The statistical analysis also resulted in an increase in the number of female consumers who tend to wear classic or casual clothing suitable for daily life more than occasion clothing by 67.6%. The increase was noticeable in female consumers following fashion that matches the wearer's personality by 87%.

- Consumers also choose clothing items that follow fashion trends and suit the economic situation 66%. The study also shows an average increase in female consumers following fashion through commercial stores over various means of communication to follow the latest fashion trends by 43.2%.

- Female consumers agreed to pay attention to clothing items that are consistent with Egyptian societal values and principles at a rate of 51.4%, the result of the survey also showed an increase in the number of female consumers searching for clothing items that are consistent with international fashion trends at a rate of 62.5%.

- The reading of female consumers' behavior in purchasing clothes that follow current fashions has got 45.5%. Most female consumers seek to plan their shopping for their clothing products carefully 54.5% and female consumers were more responsive to purchasing new, distinctive products 63.6%. They are also more likely to buy clothes with new ideas that fit together 72.7%.

The demand for purchasing clothing items from a famous brand was better than trying a new one, at a rate of 36.4%, while the demand for purchasing products of the same brand with distinctive ideas was high, at a rate of 54.5%.

- It also became clear that female consumers prefer to buy from a specific brand due to the quality of its products, warranty, and good after-sales service, at a rate of 45.5%.

- The concentration of female consumers in shopping for clothes at times of offers and events throughout the year was revealed at a rate of 36.3%.

Consumers are not greatly affected in their purchasing decisions according to the country of manufacture, and the percentage was 36.4%.

-The study also revealed that female consumers are interested in recommending a clothing brand to friends that they have tried, and that helps provide good information about it and where to shop at a rate of 72.7%.

4- **Strength elements** in following international fashion trends are: A. Opening a new field of innovation, diversity, and a sense of everything that is new and innovative, especially in the field of colors, materials, sources of inspiration, and new fashion lines and styles. B. Unite with other people all over the world. **Weak points:** A. Not all international fashion trends are compatible with the taste of the Egyptian consumer and therefore with the requirements of the market as a result of differences in identity, values, societal principles, beliefs, and general taste. B. The globalization of fashion trends helps to erase the cultures and identity of people, of which fashion is one of the most important means of expression.

-Strategic planning is an effective means of making decisions and agreeing on the procedures and stages that will shape and direct the fashion designer and the institutions specialized in the clothing industry, what they do, why they do it, and how they do it. Strategic planning can be done in many different ways, and many books, journals, research papers, and companies have been written describing the different methods.

-The innovative strategy will help each member or production organization to exchange ideas with others about its model for the design and redesign process program; it will help anyone interested in the field of production and design know how to analyze global fashion trends, analyze the requirements of the local market, and conclude the outputs and concept on which the design is made.

-The strength of the strategic plan is that it will help the designer brainstorm to find new and diverse ideas to follow international fashion trends in particular that suit the requirements of the Egyptian market, and to create new ideas in the field of design. The weakness of this type of redesign of international fashion designs is the distance from the cultural and historical heritage and sometimes the distance from the Egyptian identity, but sometimes it may be implicitly manifested, and that is only in some clothing pieces.

Recommendation

Increasing the number of studies by specialists to follow up on consumer behavior in following fashion and the changes that may occur as a result of economic, psychological, societal, media, and other factors that may affect consumer behavior in following fashion and his purchasing behavior and thus

affect the quality of production, decisions of clothing producers, market requirements, profit rates, and increasing inventory.

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