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Economy for Young Women Startups**

**Submitted by**

**Dr. Rania N. Shaker**

**Assistant prof. Of clothing and textiles, Home Economics  
Department, Faculty of Women for Arts, Science, and  
Education, Ain Shams University.**

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## Innovating Trendy Designs from Knitted Fabric as an integrating Strategy of Creative Economy for Young Women Startups

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### ABSTRACT

Creativity across all areas of knowledge, including science, art, literature, and language, plays a crucial role in the discoveries, research, and beautiful creations that humanity enjoys today. The design process, which serves as the foundation and source of creativity, unfolds through several stages that are evident in thought processes.

This design process depends on innovative invention, especially within the realm of artistic endeavors. Knitted fabrics are the most utilized materials in clothing production and can be categorized into two main types: warp and weft knitting, each with its own unique properties. The creative economy presents a promising path for growth that can be achieved through progressive, cross-departmental policy initiatives and activities. This study aims to- Establishing a design fulfilling free thinking using Elements and principles of fashion design 2- Manage the use of knitted fabrics hand and pattern used to perform 10 women's trendy winter outfits. This work follows Descriptive - Experimental and Applied methodologies a questionnaire was designed -evaluated then assessed by specialists in the field of clothing .resulting that products 1,3 earned the best ranks.

## KEYWORDS

Fashion design, knitted Fabrics, Creative Economy,  
Orange Economy.

### الخلاصة:

يلعب الإبداع في جميع مجالات المعرفة، بما في ذلك العلوم والفنون والأدب واللغة، دورًا حاسمًا في الاكتشافات والبحوث والفنون التي تتمتع بها البشرية اليوم. تعتمد عملية التصميم، التي تعمل كأساس ومصدر للإبداع، على عدة مراحل واضحة في عمليات التفكير. حيث تعتمد عملية التصميم على الابتكار والإبداع، وخاصة في مجالات الفن. تُعد اقمشة التريكو الدائري من أكثر الأقمشة استخدامًا في إنتاج الملابس ويمكن تصنيفها إلى نوعين رئيسيين: اقمشة تريكو السدي واللحمة، ولكل منهما خصائصه الفريدة. يقدم الاقتصاد الإبداعي مسارًا واعدًا للنمو يمكن تحقيقه من خلال مبادرات وأنشطة سياسية تقدمية ومتعددة الإدارات. تهدف هذه الدراسة إلى ١- إنشاء تصاميم تحقق حرية الإبداع والتصميم وذلك باستخدام عناصر ومبادئ تصميم الأزياء ٢- تحقيق مهارة استخدام اقمشة التريكو الدائري وذلك بتنفيذ الطالبات ١٠ قطع ملابس شتوية عصرية للنساء. يتبع هذا العمل المنهج الوصفي - التجريبي والتطبيقي، حيث تم تصميم استبيان وتقييمه من قبل متخصصين في مجال الملابس، وكانت النتيجة أن المنتجات ١،٣ حصلت على أفضل الدرجات.

**الكلمات الدلالية:** تصميم الأزياء، الأقمشة المحبوكة، الاقتصاد الإبداعي، الاقتصاد البرتقالي.

### 1. Introduction

*The fashion design* business is confronted with severe rivalry due to changing demands from customers, a difficult market, and a growing number of fashion design schools with disparate ideologies. Therefore,

considering Egypt's propensity to assist the future economy,

There are several approaches to creative thinking that are linked to resolving issues throughout the design phase, turning concepts into invention, and removing obstacles to creativity. [1] Because creativity in all

fields of knowledge, whether in science, art, literature, or language is directly responsible for the discoveries, studies, and beautiful arts that humanity enjoys today, which aid in the development of tastes and enable people to enjoy life and outdoors, interest in the topic of creativity has started to grow. The design process, which is the foundation and source of creativity, comes after several stages that are reflected in thinking. The design process relies on novel invention, particularly in the direction of artistic activity. [2, 3,5]

***The knitted fabrics*** are the most widely used in clothing manufacturing which are divided into two major sections warp and weft knitting, each of them has own characteristics [6,7]

They are easy to manage, allow for easy movement, and convey bodily vapor [6]. They possess excellent comfort features because of their softness and flexibility, and they have long been used in a variety of

garment styles [6,7,8]. For this purpose, knitted materials are frequently used for sporting, casual clothing, and undergarments [9,10].

Interlock and rib fabrics are ideal for winter apparel goods since they have a greater thermal resistance rating and lower heat conductivity [6,7]. Compared to rib and interlock textiles, single jersey fabrics made of conventional and organic cotton offer better moisture management qualities and higher relative water vapor permeability values. Additionally, because of their lower thermal absorptivity values, they feel warmer to the touch. Because of their superior moisture management qualities, they are therefore more lucrative and may be selected for summer clothing items and active sports [6]. Both the comfort and the performance characteristics of the knitted materials are influenced by the knitting parameters and the kind of structure [8,9,10].

*The creative economy* is a promising avenue for expansion that may be attained by means of progressive, cross-departmental policy initiatives and activities. The processes involved in developing, producing, and distributing goods and services that significantly rely on creativity and intellectual resources as essential components are known as creative industries, and they are at the heart of the creative economy. These sectors are categorized by the United Nations Development Program (UNDP) and the United Nations Conference on Trade and Development (UNCTAD) according to their functional domains, which include media, heritage, art, and functional creations. [11,12,13]

These sectors encompass advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research and development, software, computer games, electronic publishing, and TV/radio. [11]

The Orange Economy is gaining attention for its ability to generate jobs, foster unity, encourage new ideas, and enhance the quality of life in communities, as it embraces both business and cultural principles. It is also acknowledged for its importance in reaching the Sustainable Development Goals (SDGs)

Design and innovation frequently go hand in hand given that well-designed products, whether in software, architecture, or fashion, may save costs and increase functionality.

With the creative industry providing vital services, every field offers chances for resource-efficient innovation to increase effectiveness and efficiency. Smaller companies or MSMEs are more likely to be able to swiftly adjust to market needs in this industry, thereby rendering them essential for resource-efficient inventiveness. making them crucial to creative resource efficiency. [12,14]

*The orange economy's* contribution to Egypt's growth: Egypt boasts a

robust infrastructure for creative industries and services, and the government has supported these sectors through several policies and procedures, but these sectors still have to contend with several regulations. Numerous obstacles have made it more difficult for it to foster economic progress in the area. [15,16,17].

### ***The Currently Situation of Egypt's Orange Economy:***

The orange economy and the activities that go along with it are an emerging economic sector that is growing quickly. Four major dimensions may be used to assess the orange economy's current state within the Egyptian economy:

1. Economic Impact: This component evaluates the economic sway that Egypt's orange economy has.

2. Research, Development, and Innovation Environment: This is where the effectiveness of the ecosystem that supports the orange economy sectors is evaluated.

3. Investment in Sector Development: This component looks at the funds allotted for the improvement of organizations operating within Egypt's orange economy sectors.

4- Employment in Orange Economy Sectors: The number of individuals employed within the sectors of the orange economy in Egypt is considered in this dimension. The orange economy in Egypt is experiencing swift growth, exerting a significant economic impact. Its status can be gauged through these dimensions, which include economic influence, the performance of the research, development, and innovation environment, investments in sector development, and employment status within the orange economy sectors. [18,19,20]

### ***Generating Fashion designs for Small and Medium Businesses***

#### **Brand Establishment:**

1- In order for SME to create a powerful fashion brand, each group must complete the following tasks:

- 1-Determine the demands of your target market.
2. Determine the brand identity of each group.
3. Select a powerful logo that aesthetically relates to the company.

***Small company and entrepreneurs:***

An entrepreneur is defined as a person who has the aptitude and the will to launch, run, and succeed in a starting business—an endeavor that entails risk by nature. The possibility of making money is exchanged for this risk.

The traditional illustration of entrepreneurship is starting a new business. It is widely accepted that entrepreneurs are innovators or creative thinkers who replace outdated innovations with new ones and bring them to market. [16, 17]

**Small company and entrepreneurs:**

An individual who possesses the capacity and the will to launch, oversee, and succeed in a starting business which entails risk is considered an entrepreneur. The possibility of making money is

exchanged for this risk. Establishing a new company endeavor is the classic example of entrepreneurship. By replacing antiquated methods with new technologies, entrepreneurs are commonly acknowledged as innovators or as a source of creative ideas that bring new ideas to the market. [18,19,20]

**- Research Objective:**

This research aims to:

- 1- Establishing a design fulfilling free thinking using Elements and principles of fashion design.
- 2- Manage the use of knitted fabrics hand and pattern used to perform a women's trendy winter outfit.
- 3- Applying creative Economy (Orange Economy) managing the means of production and turning a course project to small projects.
- 4- Increasing the economic and social empowerment of women (students of fourth grade clothing and Textile program) to Raise the percentage of projects directed to women, so that they can make economic decisions, also reduce the rate of



unemployment and poverty among females in Egypt.

#### **- Methodology:**

This work follows Descriptive - Experimental and Applied methodologies.

***So the research intends to*** educate young fashion designers with the skills they need to perform various roles as young professionals and establish a fashion brand through SME. The study also looks at how effective the recommended fashion design process for SMEs is for knitted casual fashion apparel.

#### **II- Experimental Work.**

From the Knitted Fashion design course for the student of fourth grade clothing and Textile Program - at Faculty of women for Art, Science and Education, Ain Shams University, Cairo, Egypt.

***Products Performing:*** ten creative fashion designs for women between (15-50) years old a rib knitted fabric which available in Egyptian market were designed, pattern drawn ,

implemented, Theme were applied using the Creative Economy concept.

#### **Questionnaires Forms:**

Questionnaires Forms were done using google form to explore the opinions of the specialists in the activity to see the acceptability of the final products and their fulfillment to the scope of the graduation project.

#### ***The questionnaire includes 10 Items as follows:***

##### **I\_ Functional Concept:**

1. Design represents a suitable application for knitted fabric.
2. The design offers an easy-to-wear piton.
3. The final product is usable & keeps a trendy winter look.
4. The students' designing and performing skills of a knitted fabric are acceptable.

##### **II. Aesthetic Concept**

5. The used color of the knitted fabric meets the trendy look.
6. Balanced ratios achieved between the design parts.

7. Harmony between design components and final look is clear.
8. The knitted rib fabric fits the design & body shape & proportions.

### III. Economical Concept

9. The final product is marketable.
10. The final product & idea was accepted as a good, small project for the student.

. Each item was assessed on a 5-degree (5= strongly, 3= agree somehow 1= disagree).

### III- Results and analysis.

Egypt is committed to empowering its women and launched the National Strategy for the Empowerment of Egyptian Women 2030 in 2017. It

aims to increase female employment rates and women's access to economic resources and includes goals in terms of political representation as well as access to education and property. It sets targets, for instance, to raise the ratio of female income to male income to from 29% in 2016 to 58% by 2030 and to increase the ratio of women with bank accounts from 9% in 2015 to 18% by 2030.[21].

From this point of view this study aimed to give an integrating experience to the young female students of fourth grade during knitted fashion design course to build up their new small business with their accumulating experience through studying years in clothing and textile program.

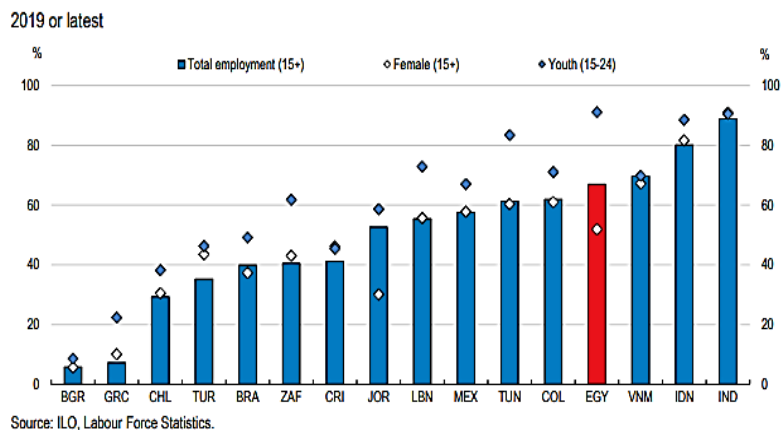


Fig.(1) Informal jobs are prevalent, particularly among youth.

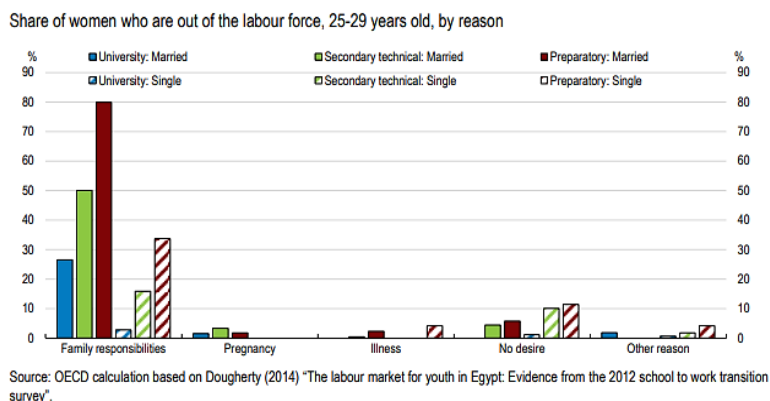


Fig.(2) Women are often out of the labor force due to family responsibilities.

### 3.1-The applied samples of the course:

Giving students their free-thinking design space can generate a unique and valuable ideas, students in this

module design a casual winter outfit using a flat pattern – perform and finished using suitable sewing and finishing overlock machines, simple decoration steps were done for some outfits.

**Product 1**

Basic black dress from made Rib knit joined with camel interlock knit

Cardigan



**Product 2**

Two-pieces winter suit made from royal blue rib knit skirt Gathered at the left matched with simple wide sleeve Jacket



**Product 3**

This outfit is a baby blue two-piece. The winter rib suit consists of sporty tight-leg pants and a hoodie top



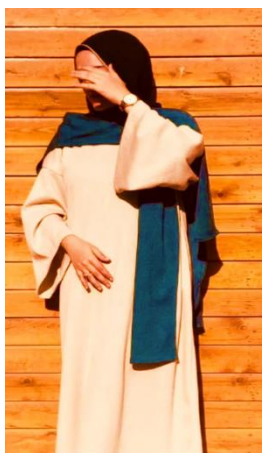
**Product 4**

This outfit is a basic black rib nit dress with a asymmetrical short-long cardigan



### Product 5

a long, sandy beige, long rib knit dress  
simple dress with teal blue Knit scarf



### Product 7

Two pieces: a teal rib-knit winter suit  
with a straight long skirt and a high  
inverted-collar sleeved long top.



### Product 6

Real winter suits come with 3 pieces: a  
classic wide warm beige jacket, a  
sleeveless under blouse, and wide-leg  
pants. All were decorated with crochets.



### Product 8

Simple rib-knit, crinched-waist, teal,  
long, wide dress with gathered long  
sleeves



**Product 9**

Two pieces of contrasting colors: a winter rib knit suit of a beige basic long dress and a chocolate brown wide jacket.



**Product10**

A two-piece rib knit steel blue winter suit with a basic long skirt and a long-sleeved, cut-side top.



Fig.( 3) the 10 performed products.

### 3.2- Analysis of the questionstneer sheet:

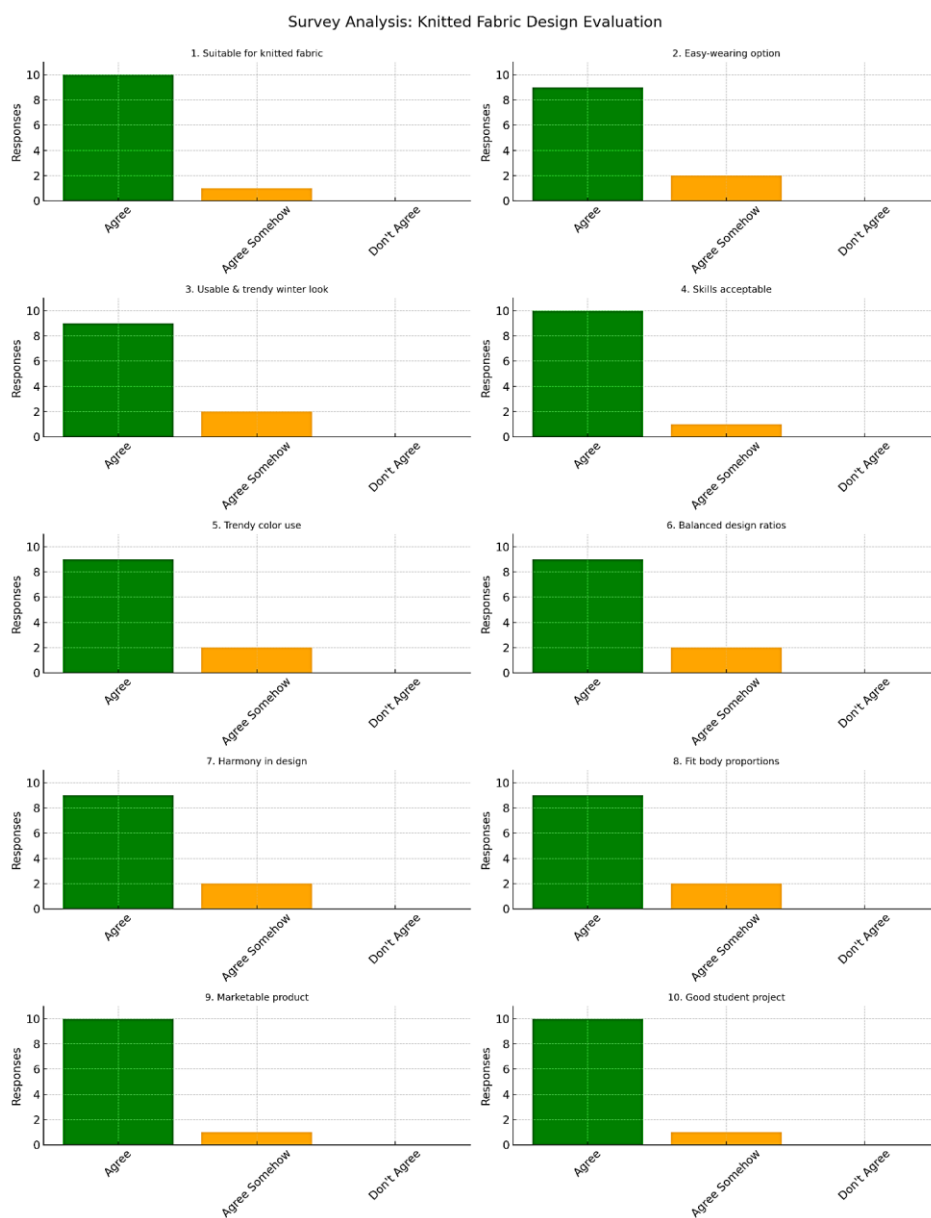


Fig. (4) responses to the questions.

### Analysiss of the qutionstneer

The questionnaire used to evaluate circular fabric patterns was analyzed, and the findings show that participants responded effectively to it overall. Most answers to all ten evaluation inquiries fall into the "Agree" category, as seen in Fig.(4) (assuming the image supplied is Figure 4). It is remarkable that no answer chose the "Disagree" option, indicating that respondents were generally satisfied with the designs that were submitted.

More than 90%, choosing "agree," the questions "Design is market-friendly" and "Being a good project for a college student" achieved the greatest level of agreement. On the other hand, a small percentage of respondents (n=12) that answered, "agree somehow" with the questions "easy to wear design" and "use modern colors" indicated that these design elements may use some improvement.

In general, the results indicated that the performed products done by the

students fulfilled the required criteria of 1- Establishing a design fulfilling free thinking using Elements and principles of fashion design. 2- Mange the use of knitted fabrics hand and pattern used to perform a women's trendy winter outfit . 3- Applying creative Economy (Orange Economy) managing the means of production and turning a course project to small projects, 4- Increasing the economic and social empowerment of women (students of fourth grade clothing and Textile program.

Choosing the best values product:

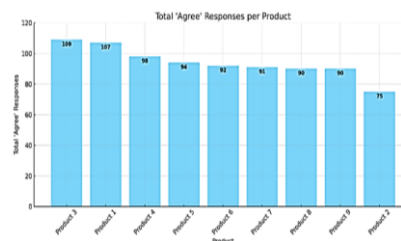


Fig.( 5) products evaluation.

As shown in fig. 5 evaluators gave products 1,3 the pest result in fulfilling all the criteria requested for the final product from Functionally , Aesthetically and Economically point of views.



**Conclusion:**

Considering the sharp reduction in female labor participation in recent years (Figure.1), it is a matter of urgency to implement the national strategy in full. Although low female labor force participation is common in the Arab world, it is lower in Egypt than in most of neighboring countries. Fourth-grade clothing and textile program knit fashion design course project Applying the knowledge of knitted fabric fashion design and carrying The Orange Economy concept which represented as a catalyst for innovation, job creation, and prosperity found that :

1. Entrepreneurship is the main factor driving the expansion of small businesses, ensuring their profitability, continuity, and sustainability.
2. Creating and innovating trendy winter outfits of rib-knit fabric were fulfilled.
3. In the context of typical small businesses, entrepreneurship is a revolution that requires a

broad variety of skills, such as inventiveness, originality, and the capacity to investigate and assess current and upcoming market demands.

4. To update things and develop fashionable products fit to modern markets, it is possible to engage with young, creative designers.
5. Entrepreneurship may be used to market and promote products, and websites can be created to sell and market goods online.

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