The concept of Zero waste fashion and macramé technique to boost up the innovation of women garments designs inspired by Nubian motifs

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Abstract:
Through the capacious prevalence of fast fashion culture in our community, which has accelerate consumers desire to follow the latest trends and pushing them for shopping than wear, we notice that it necessarily leads to increase clothing consumption, waste production and gradual loss of our Egyptian identity.
So this research has been to explore the Zero-waste techniques in designing and producing women clothes that express Egyptian identity. It aims to find out which technique is the best through inspiring Nubian motives and applying macramé technique. the experimental work of the researcher primary done through, created 20 designs by using zero waste methods and macramé techniques inspired from Nubian motives, then the designs evaluated by questioner. the statistical results identified the best designs that have produced by using zero waste and macramé techniques expressing Egyptian identity were no (10, 11, 6, 15) they get the higher scores, where they based on (Geo-cut) technique. And design no. (9) was competitor for designs no (10, 11, 6, 15) in their scores which is the only design from left over scraps group.

Keywords
- Textile industry
- Fashion design,
- Zero – waste fashion,
- Fast fashion,
- Macramé techniques.