
























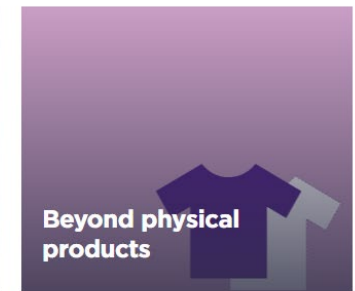
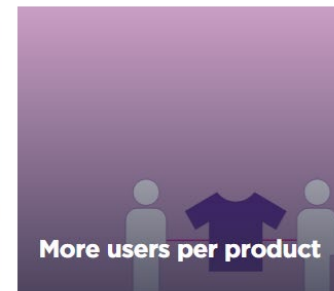
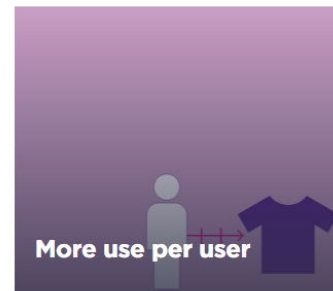
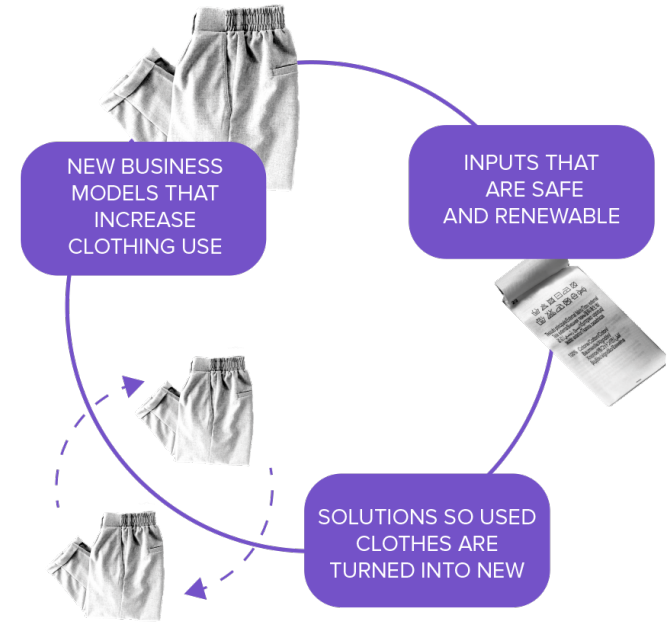
<https://www.proficio-faber.org/fashion-circular-design-resource>

INSPIRATIONAL PRACTITIONERS

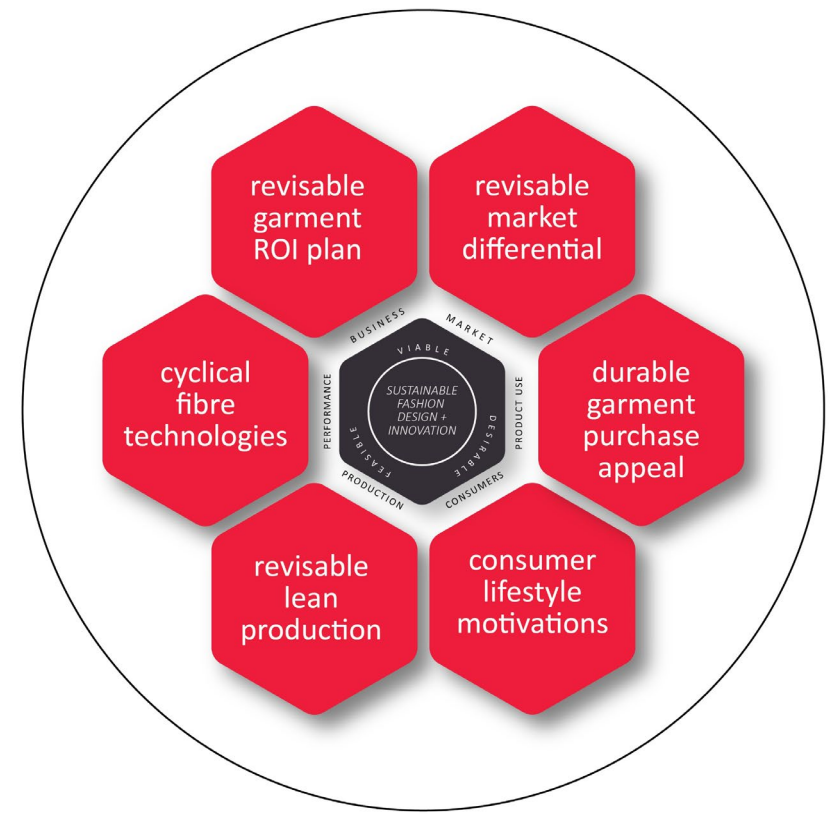


 <p>The social fashion rental app: By Rotation A peer-to-peer fashion rental platform encouraging users to rent what they need and lend what they...</p>	 <p>Empowering customers to care for their wardrobes: Clothes Doctor Clothes Doctor offers a range of products and services to empower its customers to alter,</p>	 <p>Social peer-to-peer marketplace: Depop Originally designed as a social network for creatives to share and sell their products, Depop...</p>	 <p>A digital-only, multi-brand fashion platform: DRESSX DRESSX is an international digital fashion multi-brand retailer</p>	 <p>The app making clothing alterations and repairs mainstream: Sojo Sojo is a mobile application that seeks to make clothing alterations and repairs as easy...</p>	 <p>Clothing does not need to be physical to exist: The Fabricant The Fabricant is a digital-only fashion house, fusing fashion and technology as part of a new...</p>	 <p>Platform providing aftercare for fashion: The Restory Initially launched to provide on-demand aftercare directly to consumers, The Restory has evolved...</p>	 <p>Keeping clothing in use to reduce waste: thredUP thredUP has created a smarter and easier way to buy and sell secondhand clothes.</p>
 <p>Enabling cashmere to be used for longer: ERDOS The ERDOS Group advocates the circular economy model to avoid wasting cashmere.</p>	 <p>Empowering luxury shoppers to choose better: FARFETCH FARFETCH is a pioneer in pre-owned luxury, having partnered with its first pre-owned boutique in...</p>	 <p>Garments to be experienced by many, owned by none: GANNI Danish fashion brand GANNI, remakes and rents garments to keep their designs at their highest value.</p>	 <p>Clothing rental for users and retailers: Hirestreet With more than one million site users, Hirestreet rents out outfits by the thousands.</p>	 <p>Seeking solutions to keep clothes in use: Tommy Hilfiter Tommy for Life is a pioneering circular business model from Tommy Hilfiter.</p>	 <p>Online market and community for fashion items and more: Vinted Vinted is a peer-to-peer marketplace and community for second-hand fashion.</p>	 <p>A peer-2-peer resale platform for fashion: Vestiaire Collective Putting items we no longer wear or use back into circulation.</p>	 <p>Capturing value from unsellable inventory: The Renewal Workshop The Renewal Workshop's aim is to keep clothes in use, eliminate the concept of waste and recover...</p>
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CIRCULAR FASHION DESIGN ECONOMY



360-degrees FULL SURROUND SUSTAINABILITY



current discourse on the circular economy
ELLEN MACARTHUR

Fashion Innovation + Circular Economies

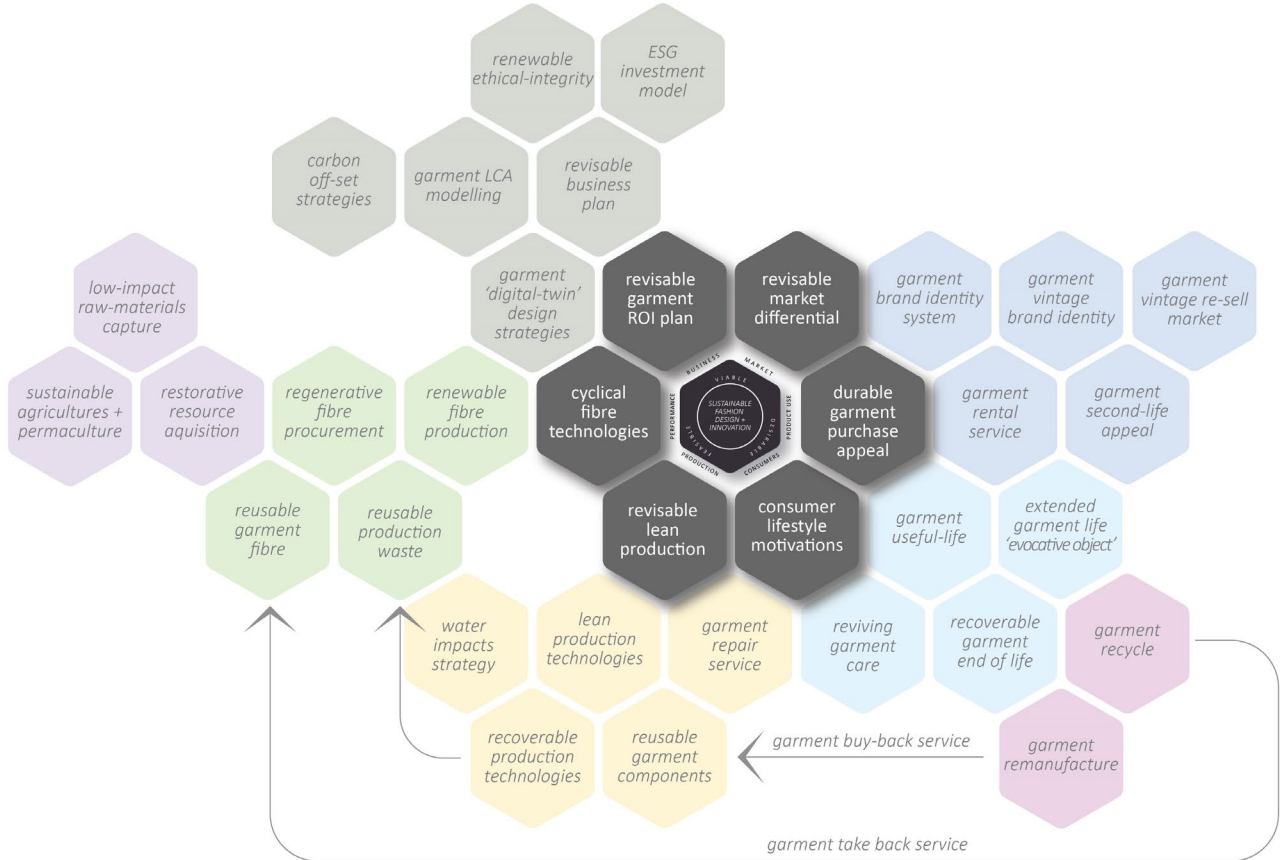
WEB-QUEST:
Strategies + Initiatives + Agents

→  KEEP AN OPEN MIND AND REVIEW THE LINKS IN THIS PDF
CAPTURE THE WEB CONTENT WHICH IS OF MOST INTEREST
THIS BUILDS BREADTH AND DEPTH IN YOUR AWARENESS AND FAMILIARITY ON SUSTAINABLE FASHION INNOVATION

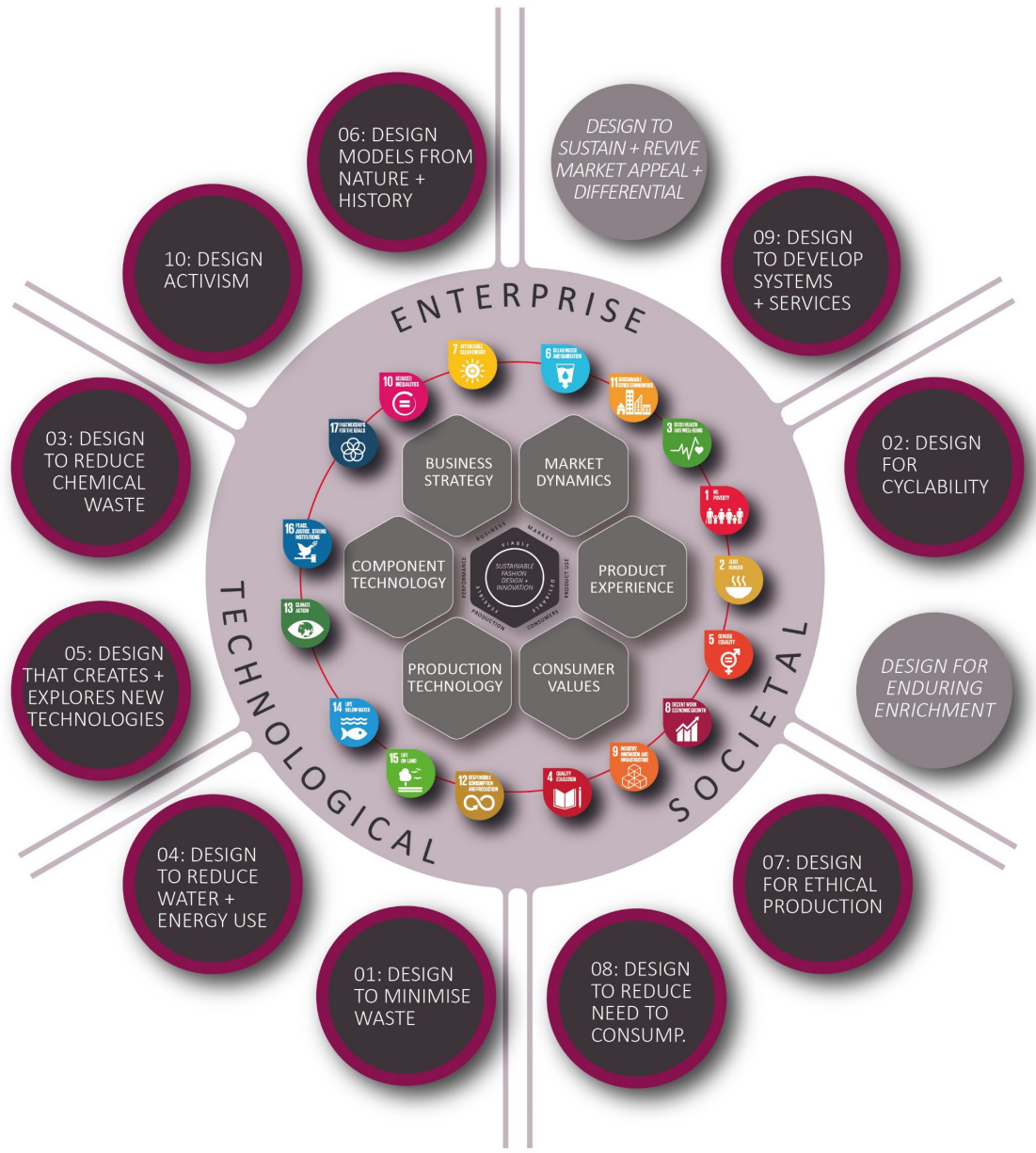
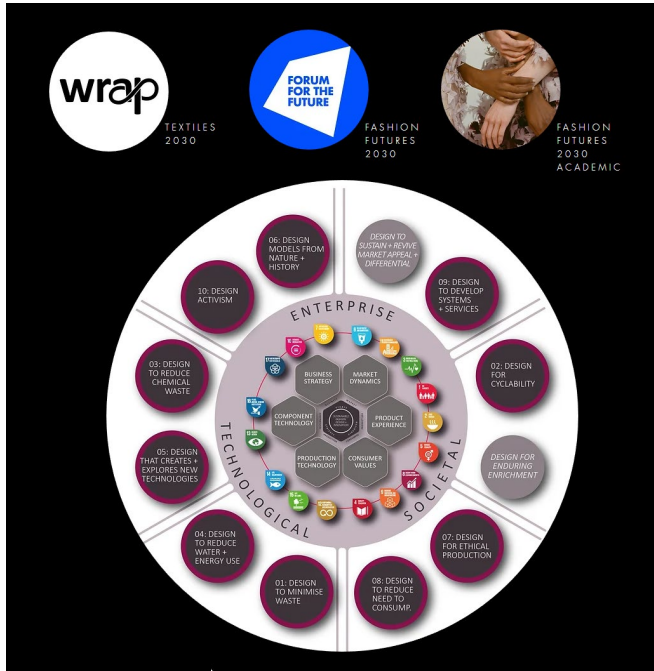
↓ **22 Ethical and Sustainable Fashion Terms You Need to Know**

GLOSSARY click + see below

USEFUL-USABLE SUSTAINABLE FASHION DESIGN TOOLS



USEFUL-USABLE SUSTAINABLE FASHION DESIGN TOOLS



7 questions on Sustainable Fashion Design

01: WHY IS SUSTAINABILITY AN *ISSUE* FOR FASHION DESIGNERS ?

02: *WHEN* DOES SUSTAINABLE CHANGE NEED BE ACHIEVED ?

03: WHAT IS THE *INDUSTRY CHANGING* TO BECOME SUSTAINABLE ?

04: HOW TO *DESIGN FOR SUSTAINABILITY* ?

05: WHERE ARE THE *DIFFERENCES* IN A SUSTAINABLE GARMENT ?

06: WHO ARE THE *INDUSTRY LEADERS* IN SUSTAINABILITY ?

07: WHICH ASPECTS OF SUSTAINABILITY IS APPLICABLE TO A CLIENT PROJECT ?

01: WHY IS SUSTAINABILITY AN
ISSUE FOR FASHION DESIGNERS ?

01:1 Blue Marble – scaling and accelerating degradation

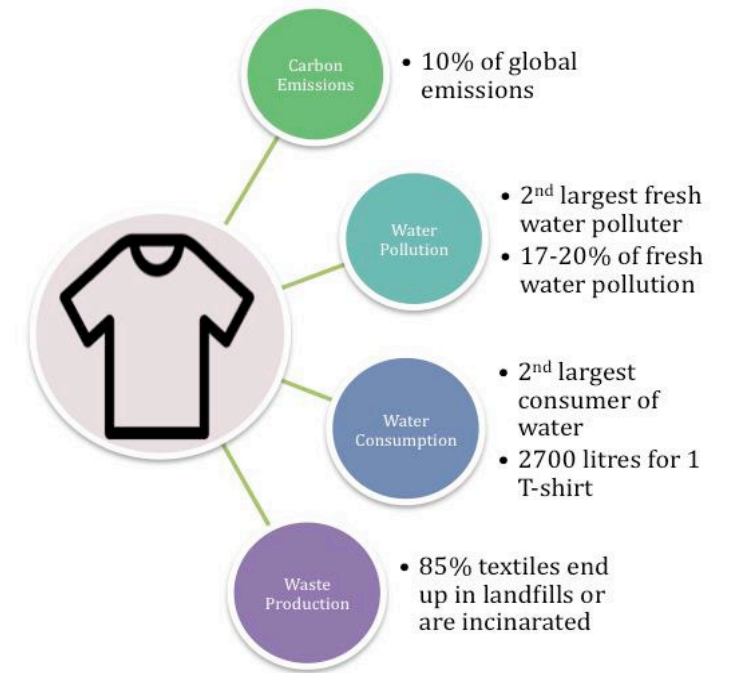
Dec. 7, 1972



Dec. 7, 2015

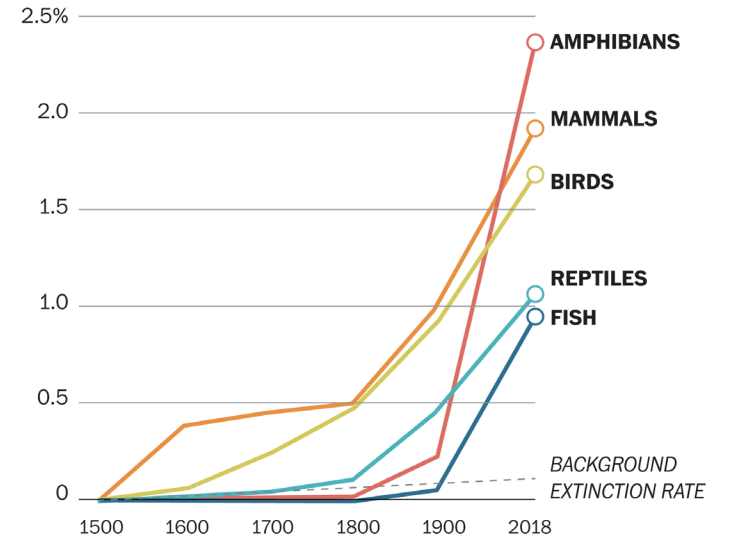


10%



A manmade catastrophe

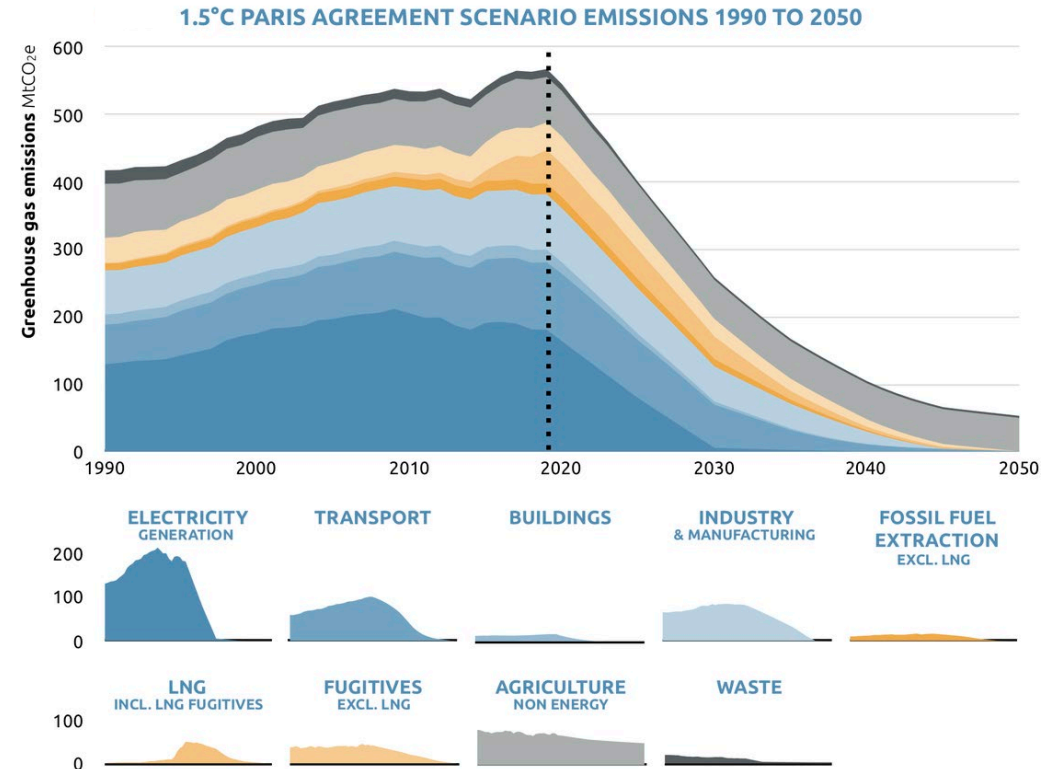
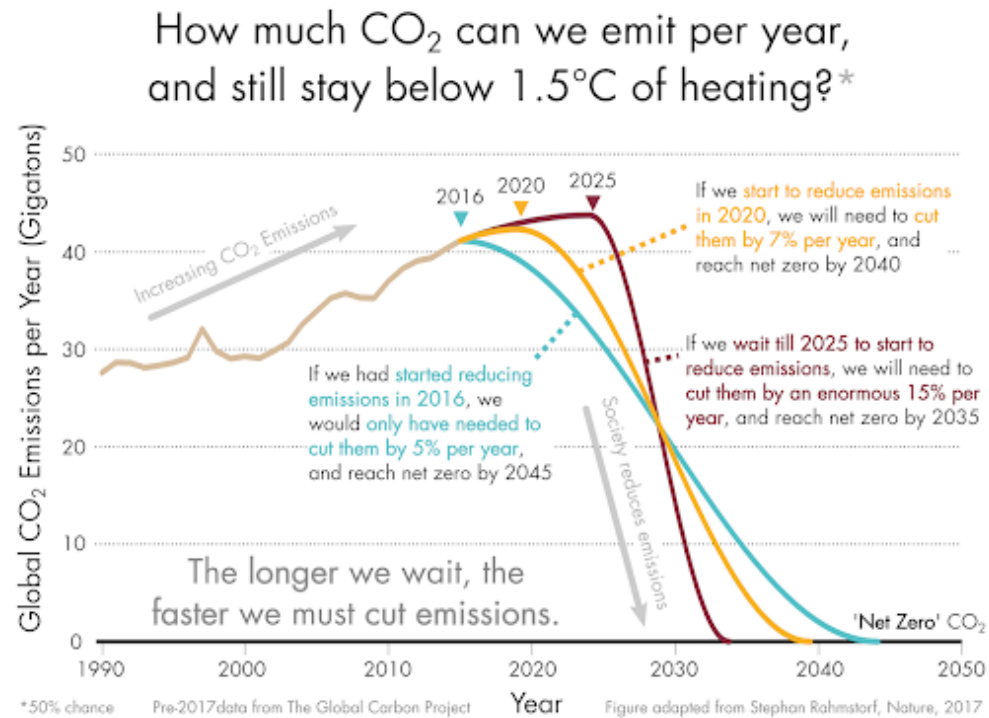
Cumulative percent of vertebrate species driven to extinction by human activity



Nature in Freefall – how fashion contributes to Bio Diversity Loss



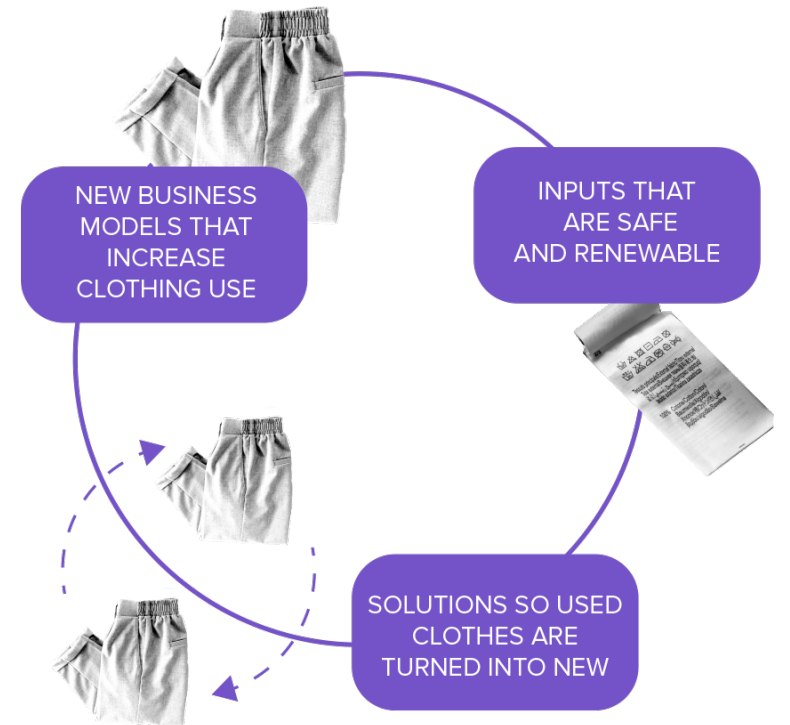
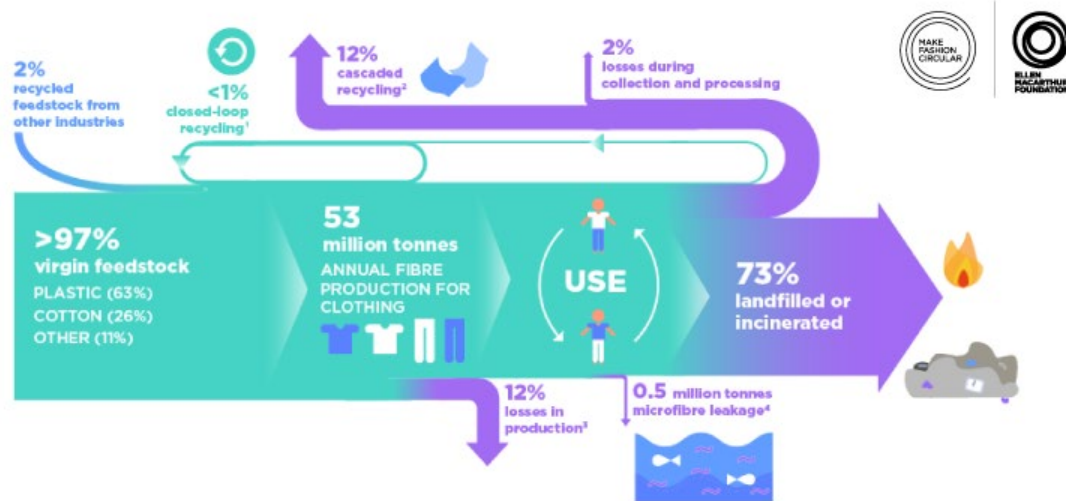
01:2 Zero by Carbon 2050



How the fashion industry can urgently act to reduce its greenhouse emission



01:3 Fashion Industry is fast moving on resolving big problems



Redesigning the fashion industry: By creatives for creatives



RENEWABLE RESOURCES
INCREASE CLOTHING USE
TURNING 'USED' INTO 'NEW'

02: WHEN DOES SUSTAINABLE
CHANGE NEED BE ACHIEVED ?

02:1 Fashion Industry Targets

boohoo.com
TWENTYFOUR | SEVEN | FASHION

Fashioning a beautiful future?

Supporting workers and addressing labour exploitation in Leicester's textile and garment industry

Rights Lab, University of Nottingham
School of Law, De Montfort University, Leicester

April 2022

33 Sustainability efforts of the fashion industry in 2021



02:2 UN ALLIANCE – for sustainable Fashion



**UN ALLIANCE
FOR SUSTAINABLE
FASHION**

[HOME](#)

[MEMBERS](#) ▾

[EVENTS](#)

[NEWS](#)



02:3 UN SDG'S – sustainable Fashion Edition



Department of Economic and Social Affairs
Sustainable Development



- Home
- SDG Knowledge
- Intergovernmental Processes
- HLPF
- SIDS
- Partnerships
- Engage
- News
- About

Conscious Fashion and Lifestyle Network

Engaging the fashion industry to accelerate action in support of the Sustainable Development Goals

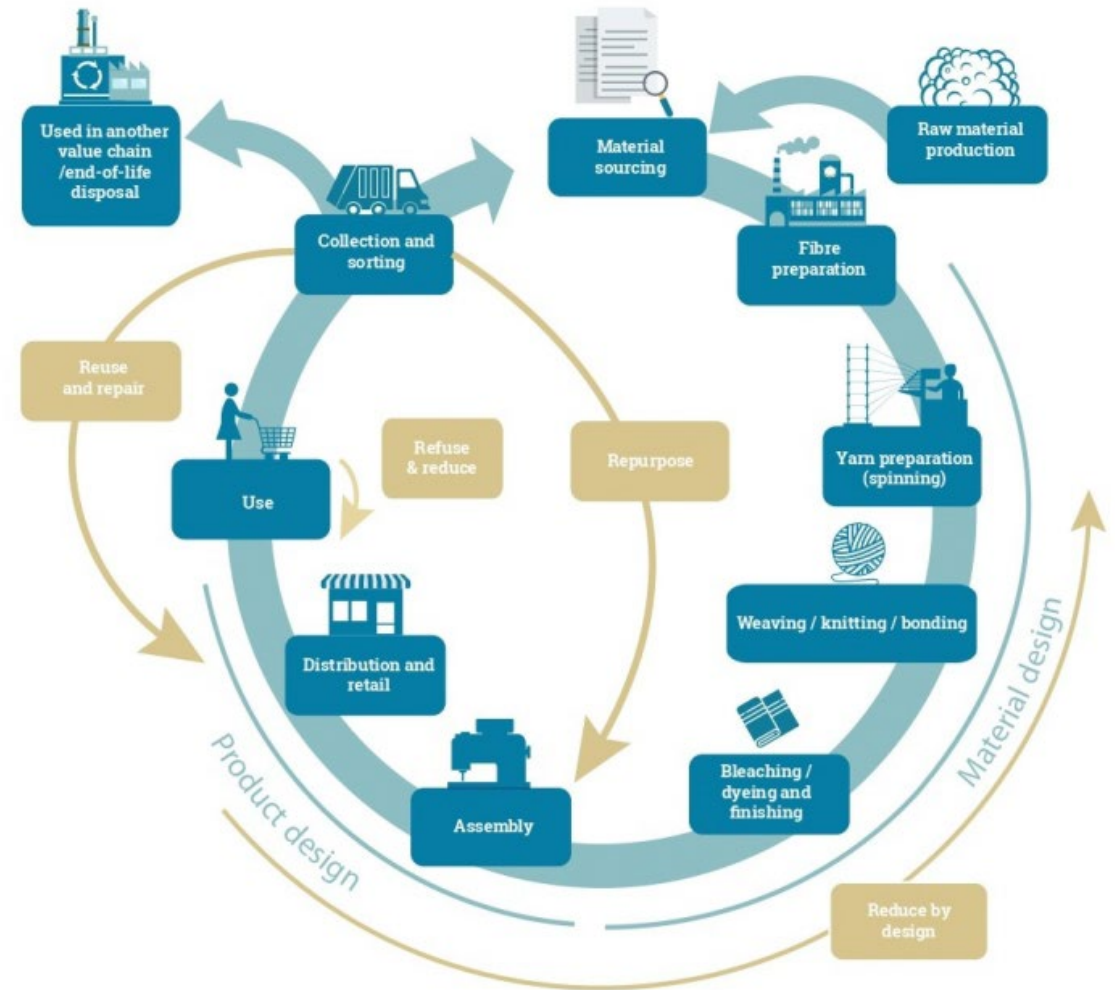
JOIN

MARIAMA FASHION PRODUCTION (MFP) 8	Sustainable Makeover 1 3 5 10 13 17	Rootip 12 17
Denude Magazine 5 8 9 10 12 16	Virtu Gem 1 2 5 8 9 10	No Nation Fashion Initiative powered by IOM 3 5 9 10 12
Melissa Lockwood 3 9 12 13	ACTAsia, Compassion in Fashion consumer education 3 4 6 8 12	The LEAP Project 4 8 9
Chicago Responsible Jewelry Conference 1 4 5 8 9 10 12 15 16 17	Global Fashion Exchange 12 13 14 17	KUR LABS LLC 1 8 12 15 16 17

03:WHAT IS CHANGING IN THE
INDUSTRY TO BECOME
SUSTIANABLE ?

03:1 Linear to Circular

eliminate
recirculate
regenerate

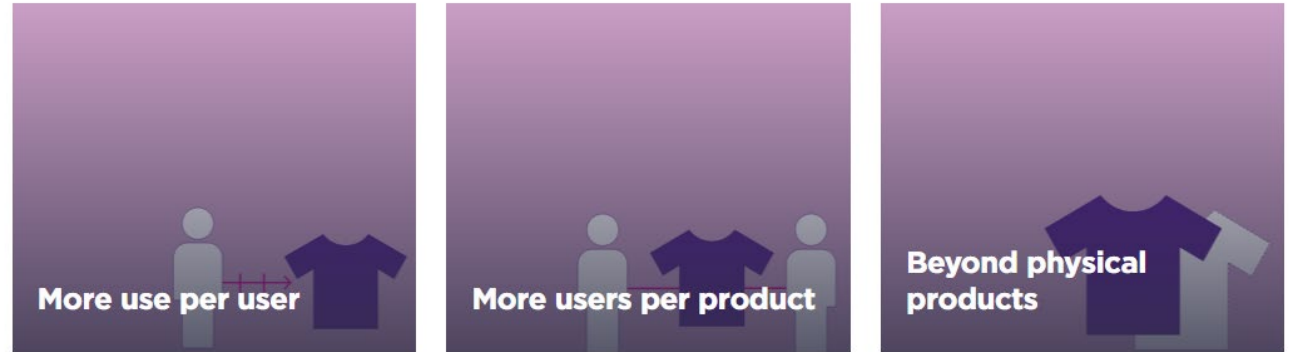


03:2 Ellen Macarthur Circular Fashion mission

New business models that increase clothing use

Safe and renewable inputs

Solutions so used clothes are turned into new



Today, there are four main business models that circulate products and materials in the economy

- Rental
- Resale
- Repair
- Remaking

Categories of circular fashion business models



03:3 Generic attributes of Sustainable Fashion

SUSTAINABLE FABRIC ATTRIBUTES

- Little or No Chemicals
- Cause Less Waste
- Use Less Water
- Made With Love
- Don't Harm Animals
- Durable
- Emotionally Durable
- Harmless to the Body
- Reusable / Recyclable / Reclaimed
- Fixable
- Biodegradable

Characteristic	Example Fabrics
Certified and/or Responsible Sources	Organic alpaca wool Organic rayon (check for Fucalypstus) Organic cotton (GOTS certified) Organic linen Recycled PET (Polyester) Recycled denim Leaf-leather, pifafax and cork
Little or No Chemicals	Organic cotton with baby alpaca Certified wool Organic rayon Oeko-tex certified linen Cork leather
Cause Less Waste	Fabrics that take dyes well: alpaca wool, rayon, silk or cotton Fabrics that are naturally wind-resistant: wool (from alpaca, merino, qiviut, yak) Fabrics that are naturally water-resistant: wool (most types)
Use Less Water	Organic linen Recycled polyester Alpaca wool Hemp
Made With Love	Alpaca wool Organic wool Organic cotton Organic linen Super exclusive wool fibers like yak, gnu, vicuña and cashmere Anything from tiny brands that go for quality over quantity (hemp, cork)
Don't Harm Animals	Alpaca wool Organic sheep wool Organic merino wool Yak wool Qiviut wool Organic cashmere (hand combed) Camel wool
Durable	linen Alpaca wool Bison down Qiviut Hemp Bamboo
Emotionally Durable	Different types of wool Alpaca wool Merino wool Silk Linen Cotton
Harmless to the Body	(Baby) alpaca Yak Qiviut Cashmere Merino Vicuña Organic hemp Organic (undyed) silk Organic (undyed) cotton Organic linen (natural earthy colors)
Reusable / Recyclable / Reclaimed	Wool - any type Recycled polyester Recycled denim Recycled nylon Reclaimed cotton Reclaimed wool
Fixable	Woven fabrics (linen, cotton) Knitted fabrics Cashmere
Biodegradable	Wool - all types, from merino to alpaca and yak to qiviut (when undyed) Linen Cotton Hemp Silk (when undyed)

SUSTAINABLE GARMENT ATTRIBUTES

- Organic, natural, biodegradable fabrics
- Recycled clothing or repurposed materials
- Non-toxic dyes
- Zero waste pattern cutting methods
- Plastic-free packaging
- Traditional or community craftsmanship techniques
- Slow fashion models
 - *seasonless, timeless pieces and limited collections*
- Circular economy models like rental or closed-loop recycling
- Vintage / thrifting and buying second hand

12 Characteristics of Sustainable Fabrics



sustainable fashion garment checklist



04: HOW TO DESIGN FOR SUSTAINABILITY

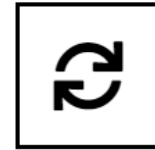
04:1 *The 7 R's of Fashion Design*

THE 7R's OF FASHION

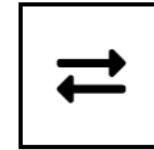
There are many ways to reduce your fashion footprint, beyond the 3R's of Reduce, Reuse, Recycle.



REDUCE



REUSE



REPURPOSE



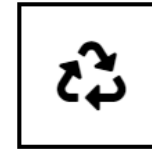
REPAIR



RESALE



RENT



RECYCLE

fashion takes action on 7 R's



04:2 Design Tool Kits

This strategy is about how much textile designers can find inspiration and information for future sustainable design from studying and reflecting upon nature as well as textiles, habits and societies of the past. How can the practices of the past and models from the natural world inform textile design and production of the future? Seek design inspiration, information and solutions from studying the textiles, habits and societies of the past and from nature including bio-mimicry.
 Examples: shape-memory polymers to mimic natural movement; 'lotus effect' nano-coatings; Velcro; austerity repair; make-do-and-mend; D.I.Y / punk customization; modern nomads; historic dyeing / printing techniques.

In this final strategy we encourage designers to leave behind the product and work creatively with the consumers and society at large. It is about designing events and communication strategies beyond product design to increase consumer and designer knowledge about the environmental and social impacts of fashion and textiles. Here, the textile designer becomes a 'social innovator'. We reflect on how much has changed for textile designers, and how much potential for the future there is! How can designers extend their effect beyond the product to work creatively with consumers and society at large? The textile designer becomes a 'social innovator' using design skills to meet 'social needs'. It includes designing events and communication strategies to increase consumer and designer knowledge about the environmental and social impacts of textile products.
 Examples: publications; blogs; open-source networks; exhibitions; conferences; festivals; social media; manifests.

How can the use of harmful chemicals at every stage in the life of the product be reduced by design? Select the most appropriate material and processes for any product to minimise environmental impacts

Examples: seek organically produced materials; use mechanical technology to create non-chemical decorative surface pattern; create effects to replace materials and processes known to be harmful.

Replacing systems of production with less energy consuming and smarter technologies to reduce environmental impacts. How can technology be used to make more sustainable textiles?

Design for new technologies to save energy and materials. Reduce environmental damage in the production of yarn and fibre, the construction of fabrics, dyeing and finishing of products.

Examples: bio-based materials and processes; 3-D printing; laser; water-jet; sonic cutting; sonic welding; digital printing; 're-surfacing' of polyester; novel dyeing techniques; digital finishing; tagging.

Energy consumption and water usage in the textile industry are extremely high and occur at each stage of the lifecycle of textiles – at the production stage, in the use phase (where consumers use and care for textiles and garments) and at the end stage (which covers either disposal and/or re-use of the material).

How to conserve water in the production and use of textile products? Evaluate the ways water and energy are consumed in the processing of textiles. Assess the carbon footprint, particularly in consumer laundry.
 Examples: In the production phase: exhaust printing and dyeing; dry patterning systems; air-dyeing; distributed manufacture. In the use phase: design for no / low launder; 'short life' textiles; technical coatings to reduce washing; innovative and informative labeling; localisation; natural energy systems.

How to upcycle existing garments and how to design with virgin materials, in anticipation of future recycling? The initial design process anticipates the potential for eventual recycling and re-purposing of the textile product. Also existing garments or products considered as 'raw materials'; ready for added value to be applied.

Examples: this strategy includes design for recycling, upcycling, design for mono materiality and design for disassembly for the closed-loop systems of the future. Think re-usable /non-invasive installation or renewal.



This strategy introduces the concept of designing systems and services instead of, or to support, products, e.g. lease, share, repair. How can designers develop the concept of designing services that replace or support products? Employ a design strategy for multi-functional products and materials conservation via temporary and non-invasive installations. Encourage repair. Facilitate on-line / local communities of producer-consumers.

Examples: lease; share; repair; experience design; user-centered methods to design services; collaborative online / local communities, transition towns.

How to upcycle existing garments and how to design with virgin materials, in anticipation of future recycling? The initial design process anticipates the potential for eventual recycling and re-purposing of the textile product. Also existing garments or products considered as 'raw materials'; ready for added value to be applied.

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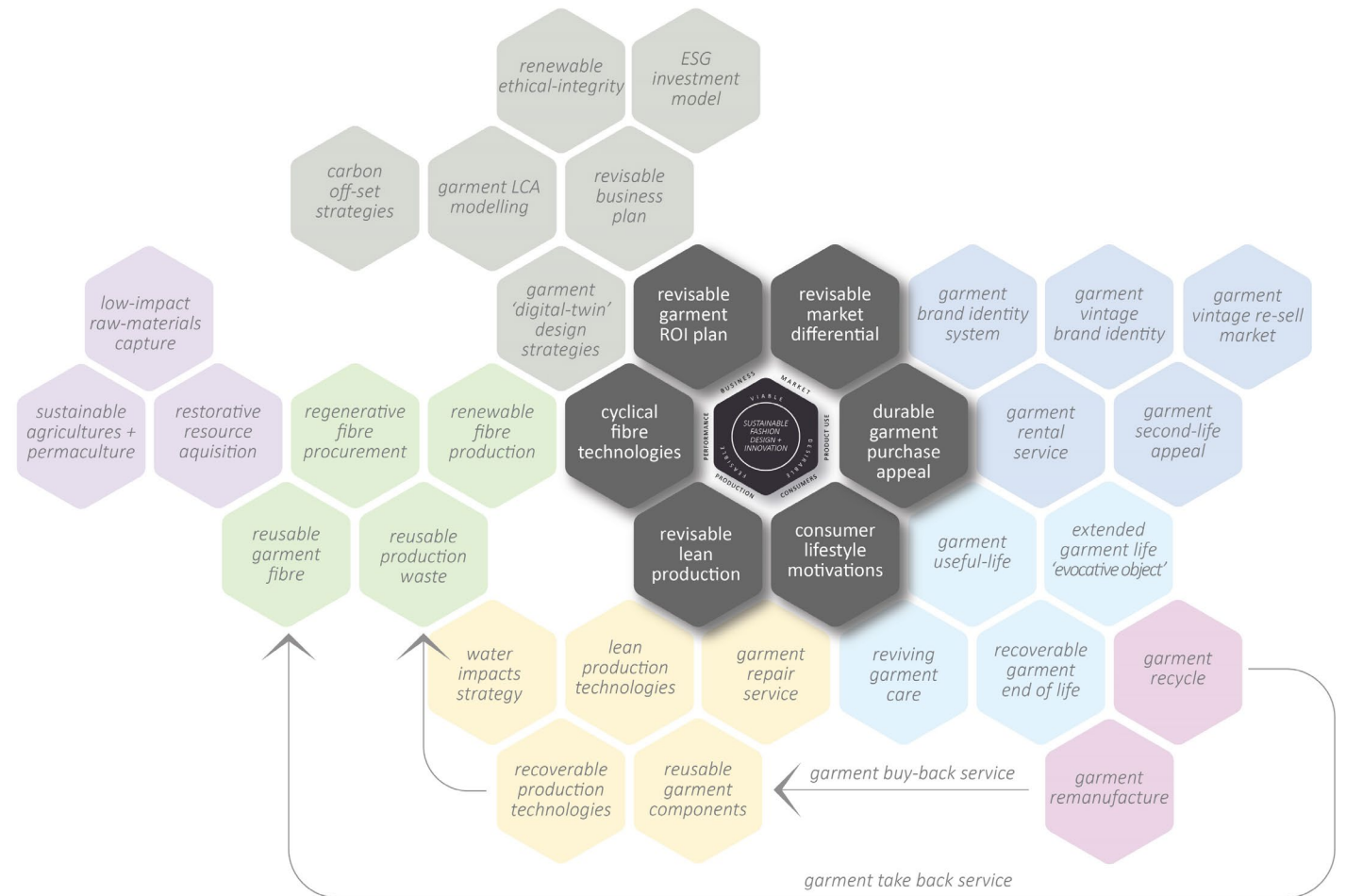
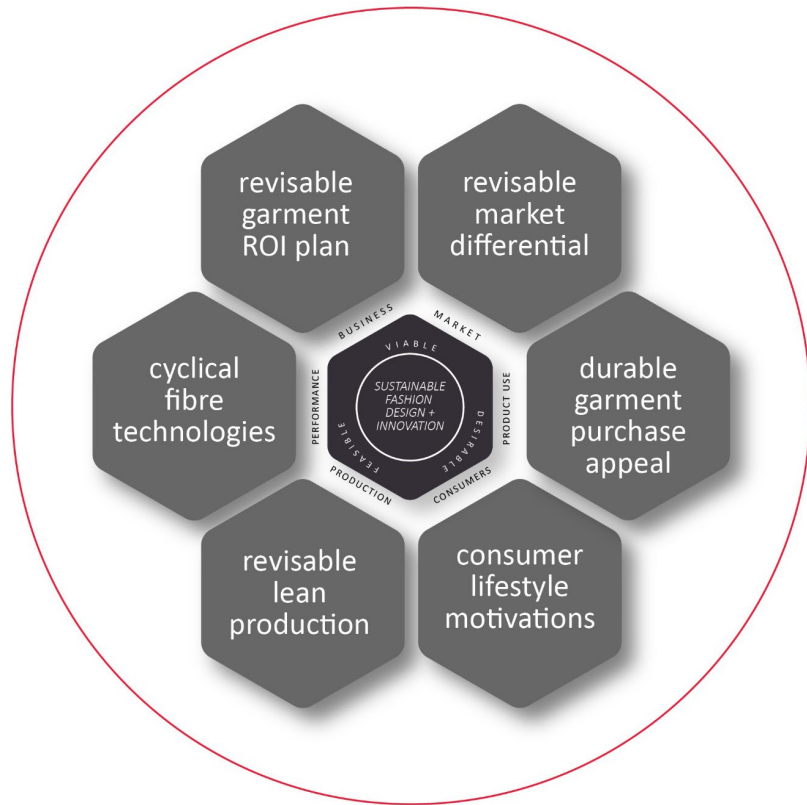
This is about design that utilises and invests in traditional craft skills in the UK and abroad. It is about ethical production which supports and values workers rights, and the sourcing of fair trade materials. It questions what ethical production means, and how it differs for each scale of production and manufacture. How can design encourage ethical production, that supports and values people and skills? Designers can engage with communities, either in the supply chain or for local needs.

Examples: sourcing fair trade materials; engaging suppliers who abide by codes of conduct; vertical supply chains; consideration of local resources; designers acting as facilitators of sustainable enterprise in communities.

This strategy is about making stuff that lasts, stuff that we really want and want to keep and look after, and the design and production of textiles and products which adapt and change with age. This strategy is also about exploring alternative forms of design and consumption such as co-design and collaborative consumption. How can designers make stuff that lasts, that people want to keep and look after? Textile products can be designed and produced to adapt and improve with age. Encourage replacement of shopping with creative social experiences; the customisation of clothing and textiles; the DIY culture.
 Examples: emotionally durable design; slow design; consumer participation in co-design and collaborative consumption, crowd sourcing and social networks; apps for bespoke information

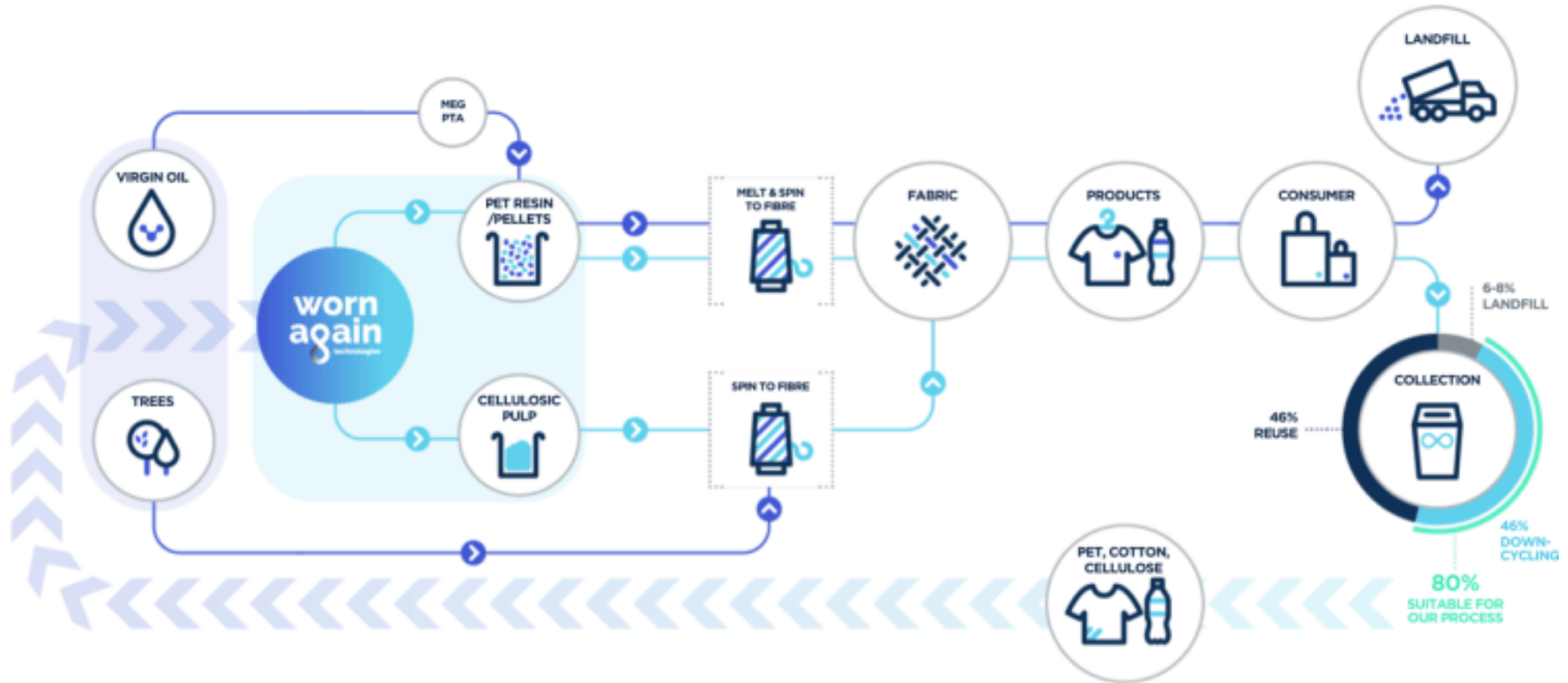


04:3 Prioritisation of design change

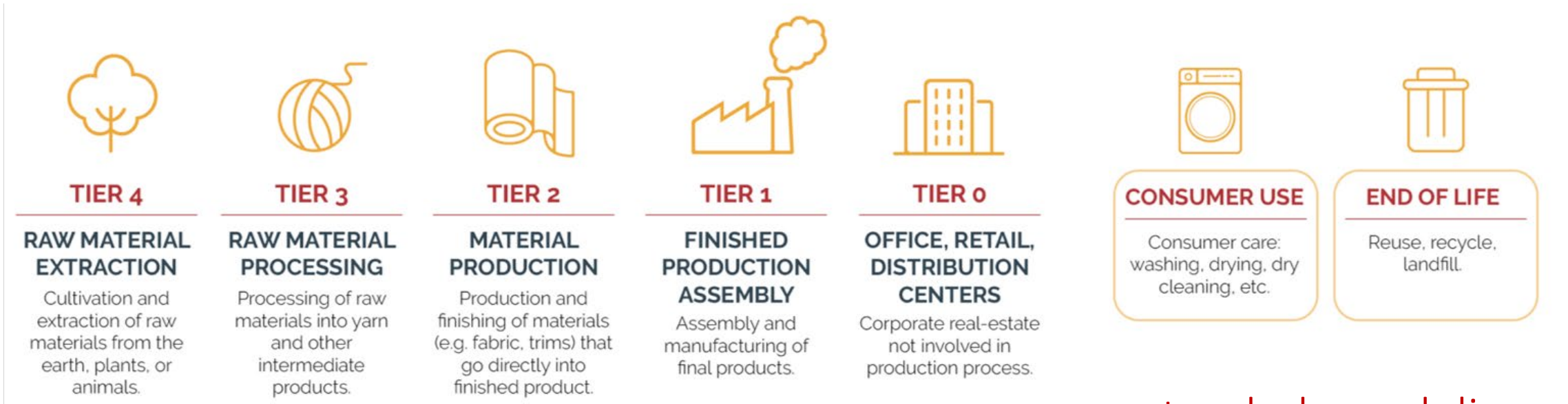


05: WHERE ARE THE
DIFFERENCES IN A
SUSTAINABLE GARMENT

05:1 Design for *PRODUCT LIFE MANAGEMENT*








05:2 Productive Sustainability HOTSPOTS in the product production + garment use process



extended use delivers multiple reductions

05:3 Fashion Product LCA – labelling / monitoring / reporting / anti-greenwashing

POTENTIAL SAVINGS...	FROM:
 GLOBAL WARMING ↓ 46%	Reduced agricultural inputs: i.e. mineral fertilizer, pesticides, tractor operations & irrigation.
 ACIDIFICATION OF LAND & WATER ↓ 70%	Reduced field emissions from fertilizer. Reduced energy use.
 OVER FERTILIZATION ↓ 26%	Reduced nitrogen & phosphorous deposit into water. Increased soil protection measures in organic agriculture preventing soil erosion.
 WATER CONSUMPTION ↓ 91%	Less irrigation.
 ENERGY USE ↓ 62%	Savings from production of fertilizer. Less energy used.

FURTHERMORE ORGANIC COTTON ENSURES:



NO USE OF
GMO SEEDS

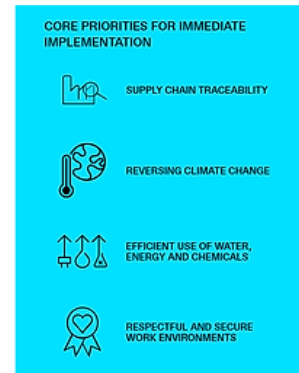


NO USE OF
TOXIC CHEMICALS



06: WHO ARE THE INDUSTRY LEADERS IN SUSTAINABILITY

06:1 Industry sustainability mentors



REDESIGNING FASHION'S BUSINESS MODEL

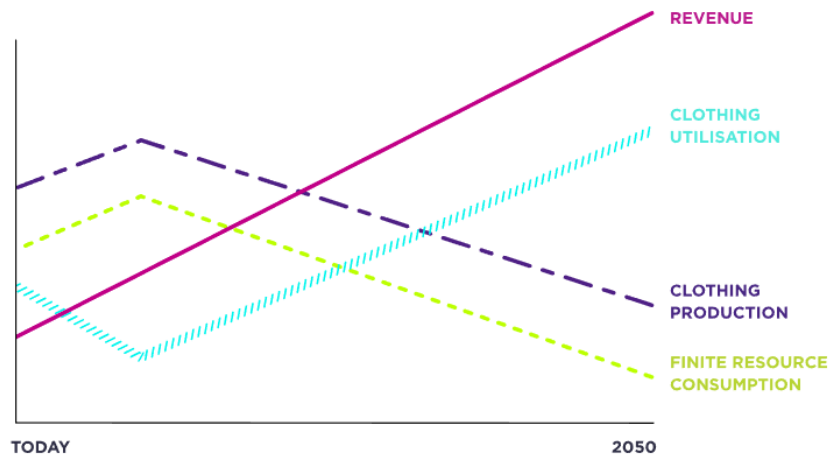
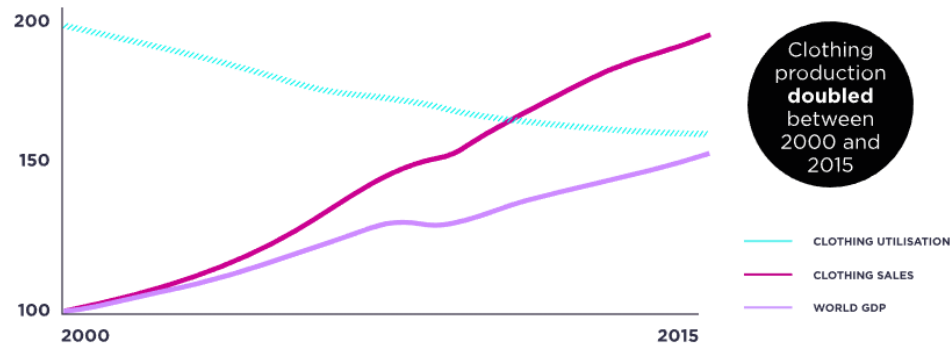
← + EIGHT SUSTAINABILITY PRIORITIES FOR THE FASHION INDUSTRY - GFA

GFA SIGNATORY OF THE 2020 CIRCULAR FASHION SYSTEM COMMITMENT

GLOBAL FASHION AGENDA
'ADVISORY' PUBLICATIONS



06:2 Ellen-MacArthur inventory of sustainable practitioners

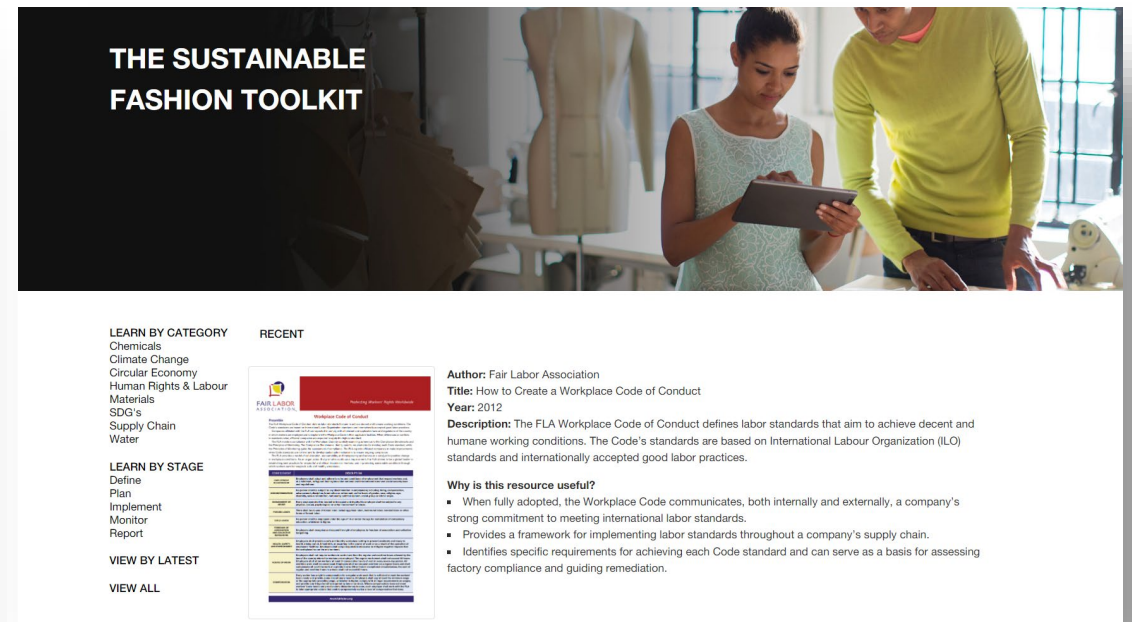
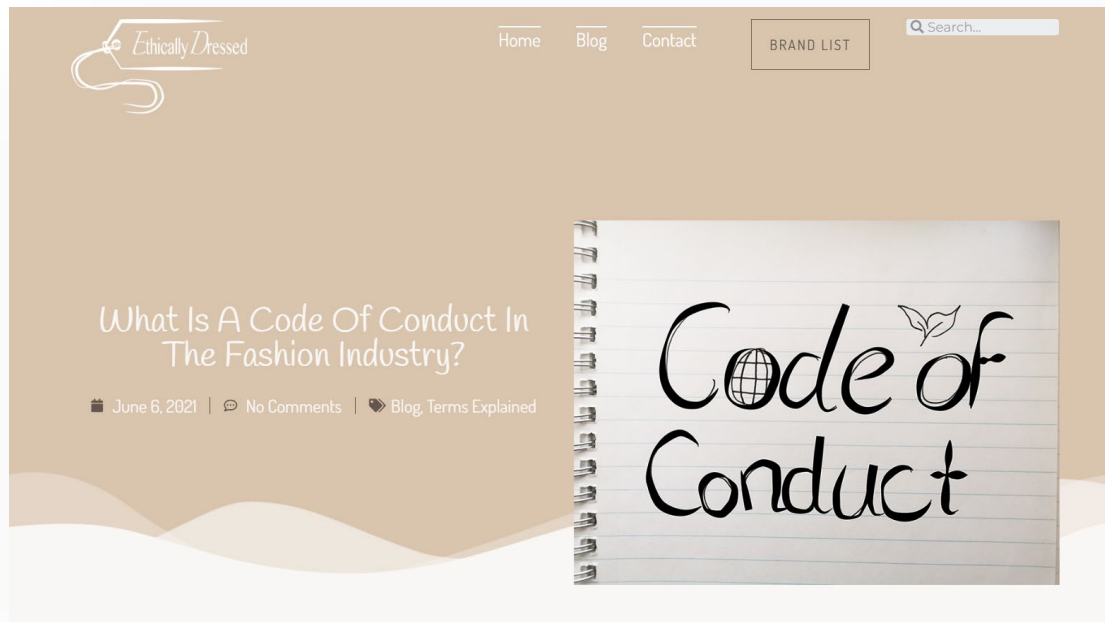


CIRCULAR FASHION BUSINESS MODELS PRACTITIONERS



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<p>A journey to becoming 100% circular & climate positive: H&M Group How H&M Group is progressing towards a circular economy in fashion</p>			

06:3 Developing Personal codes of Sustainable Practice

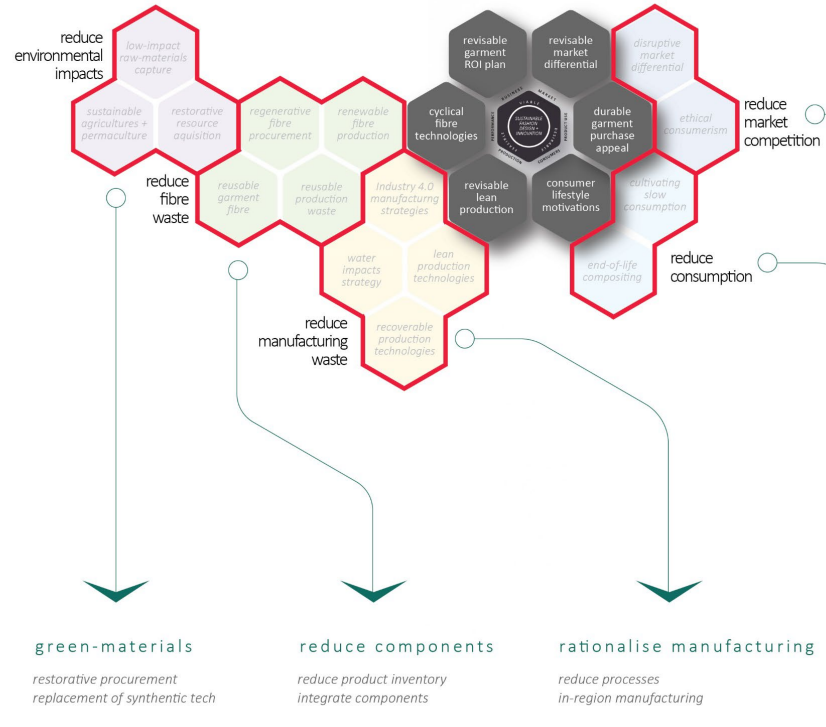


CODES OF PRACTICE – FASHION SUSTAINABILITY



07: WHICH ASPECTS OF
SUSTAINABILITY CAN BE
APPLIED TO CLIENT PROJECTS

07:1 Client Context is the starting point of the journey



Gelmaart
Pushing boundaries



GELMART: REDUCE

Walmart
kindly
YOURS



Find your match.

- ▶ 80% bio-polymers
90% recycled fabrics
- ▶ 3D knitting
component integration
- ▶ wear kindly
democratizing sustainability
function, planet, or price



07:2 Roadmap to 100% sustainability – creating a before and after ‘systemic change’

fashion sustainability ‘game-plan’



strategy

method

practices

professional contexts

REDUCTION



01: DESIGN TO MINIMISE WASTE

reduce material waste
zero waste production
designing durability
reduce foot print
reduce impacts

How to upcycle existing garments and how to design with virgin materials, in anticipation of future recycling? The initial design process anticipates the potential for eventual recycling and re-purposing of the textile product. Also existing garments or products considered as 'raw materials', ready for added value to be applied.

Examples: this strategy includes design for recycling, upcycling, design for mono-materiality and design for disassembly for the closed-loop systems of the future. Think re-useable /non-invasive installation or renewal.

REVISION



10: DESIGN ACTIVISM

wellbeing
transparency
products as politics
no-labels design
augmented purpose

In this final strategy we encourage designers to leave behind the product and work creatively with the consumers and society at large. It is about designing events and communication strategies beyond product design to increase consumer and designer knowledge about the environmental and social impacts of fashion and textiles. Here, the textile designer becomes a 'Social Innovator'.

We reflect on how much has changed for textile designers, and how much potential for the future there is! How can designers extend their effect beyond the product to work creatively with consumers and society at large? The textile designer becomes a 'social Innovator' using design skills to meet social needs. It includes designing events and communication strategies to increase consumer and designer knowledge about the environmental and social impacts of textile products.

Examples: publications; blogs; open-source networks; exhibitions; conferences; festivals; social media; manifestos.

REVERSION



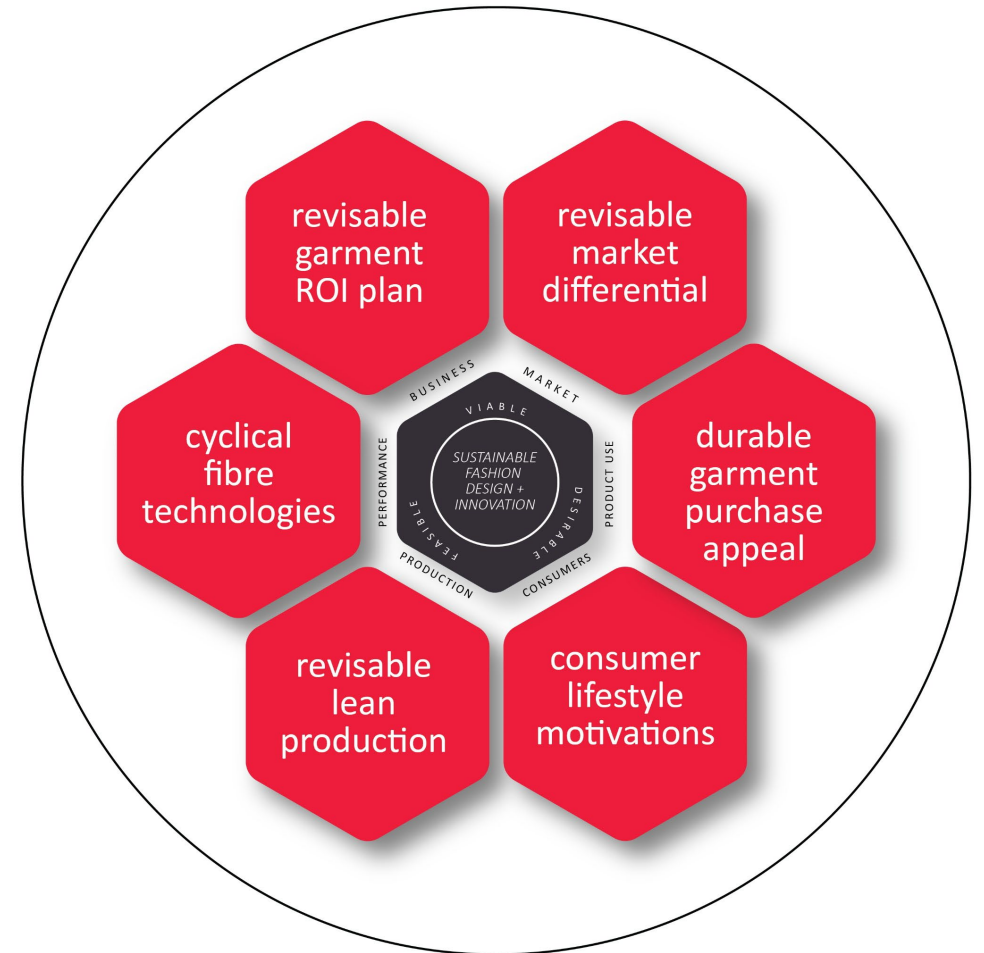
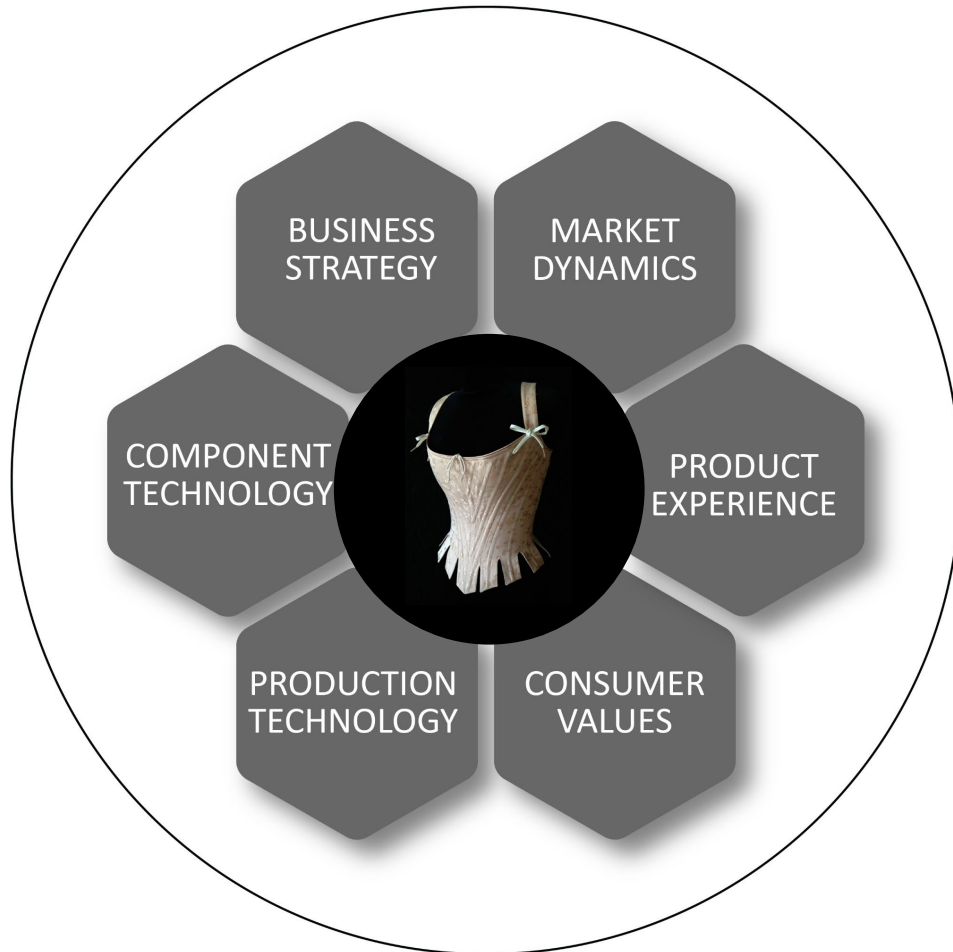
02: DESIGN FOR CYCLABILITY

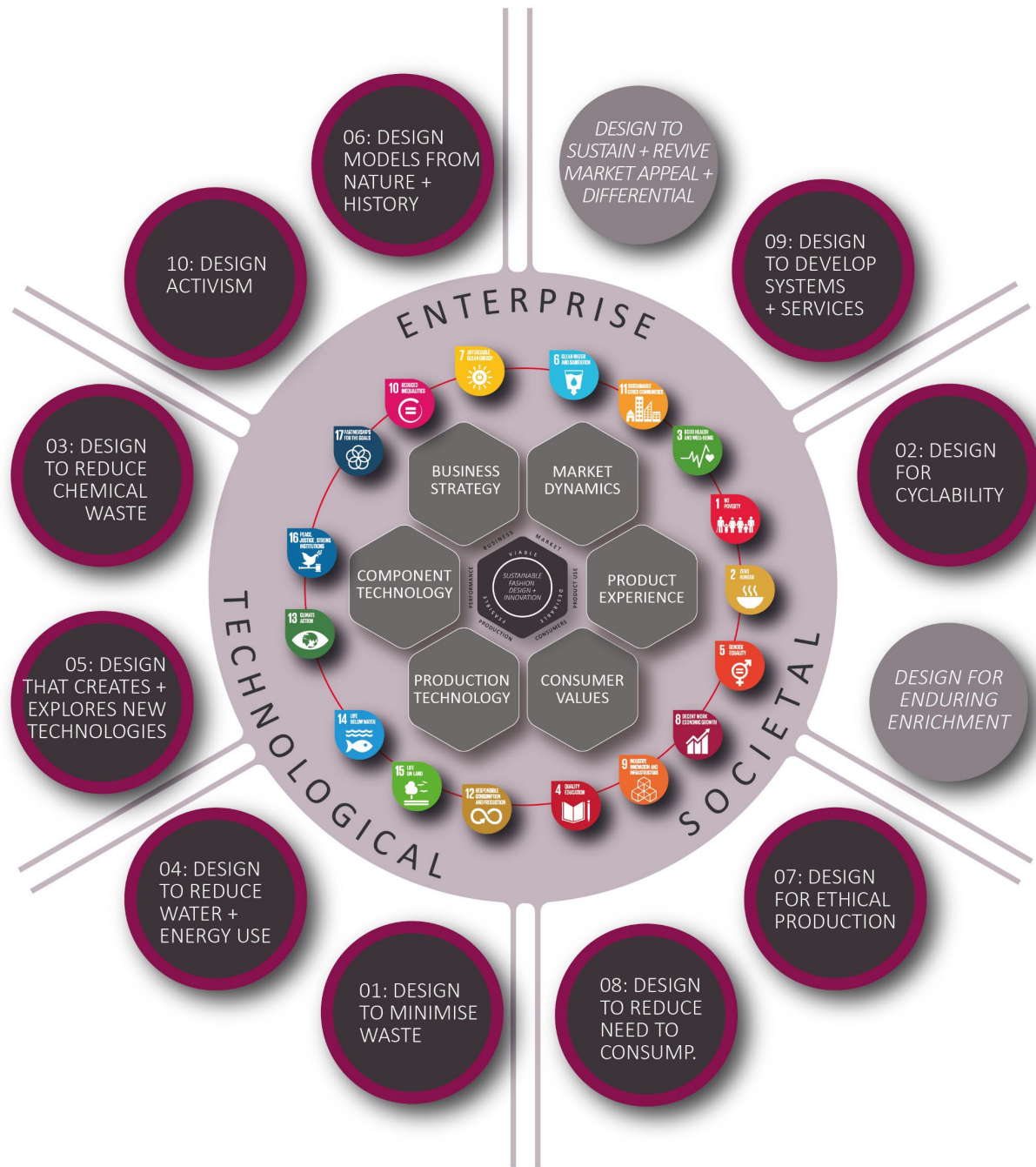
reuse
remanufacture
downcycling
recycling polyester
recycling cotton
upcycling
continuous loop
'loyalty' take back

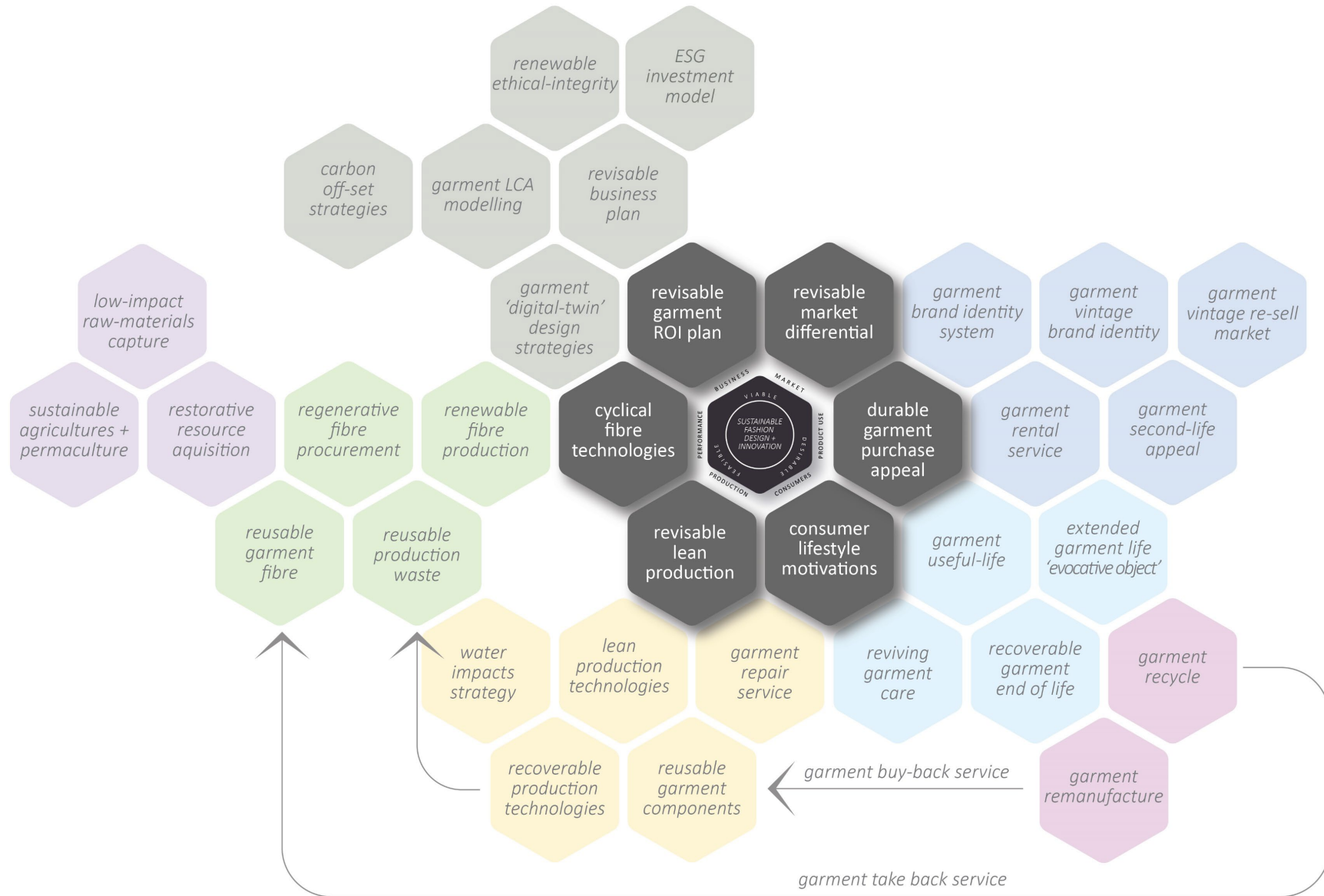
How to upcycle existing garments and how to design with virgin materials, in anticipation of future recycling? The initial design process anticipates the potential for eventual recycling and re-purposing of the textile product. Also existing garments or products considered as 'raw materials', ready for added value to be applied.

Examples: this strategy includes design for recycling, upcycling, design for mono-materiality and design for disassembly for the closed-loop systems of the future. Think re-useable /non-invasive installation or renewal.

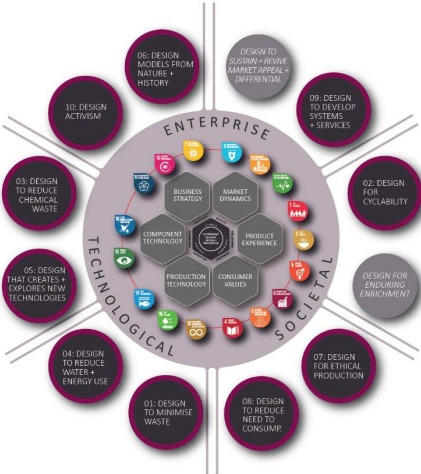
07:3 *Design Intent + Project Rationale for Sustainable Design*



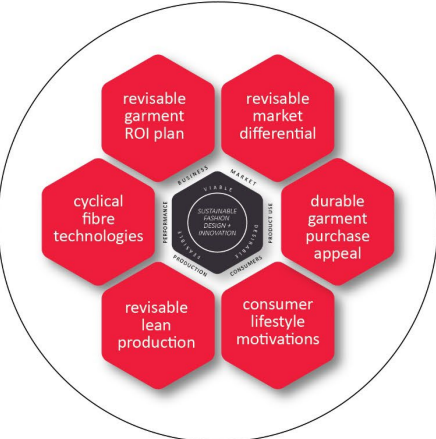




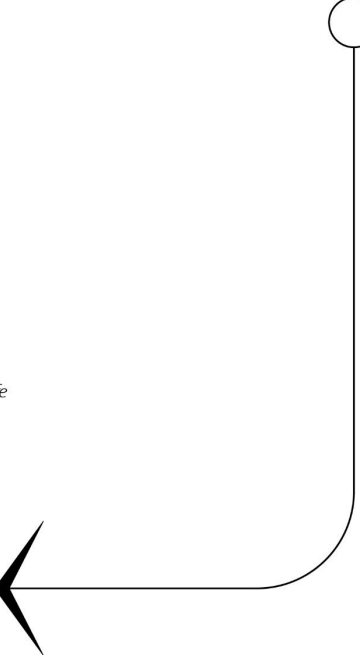
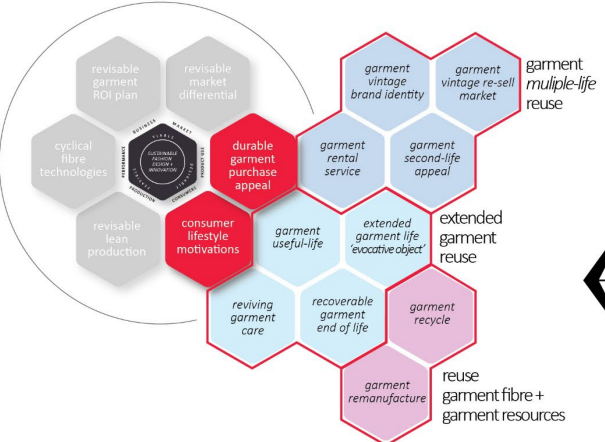
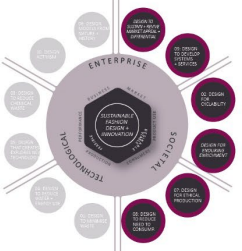
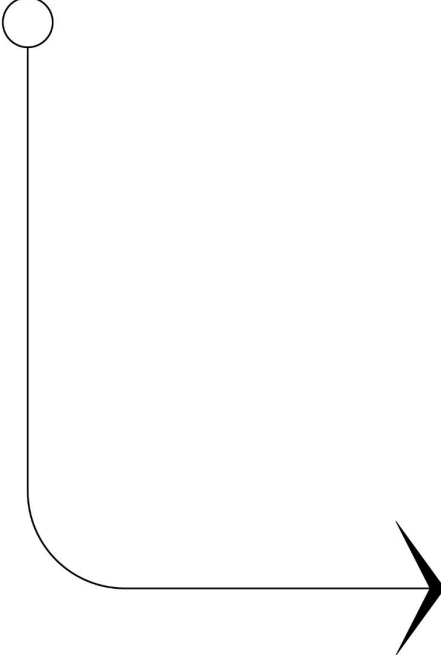
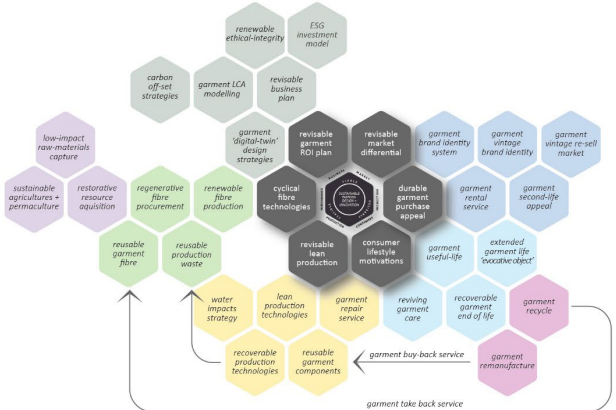
SUSTAINABILITY DESIGN TOOLS



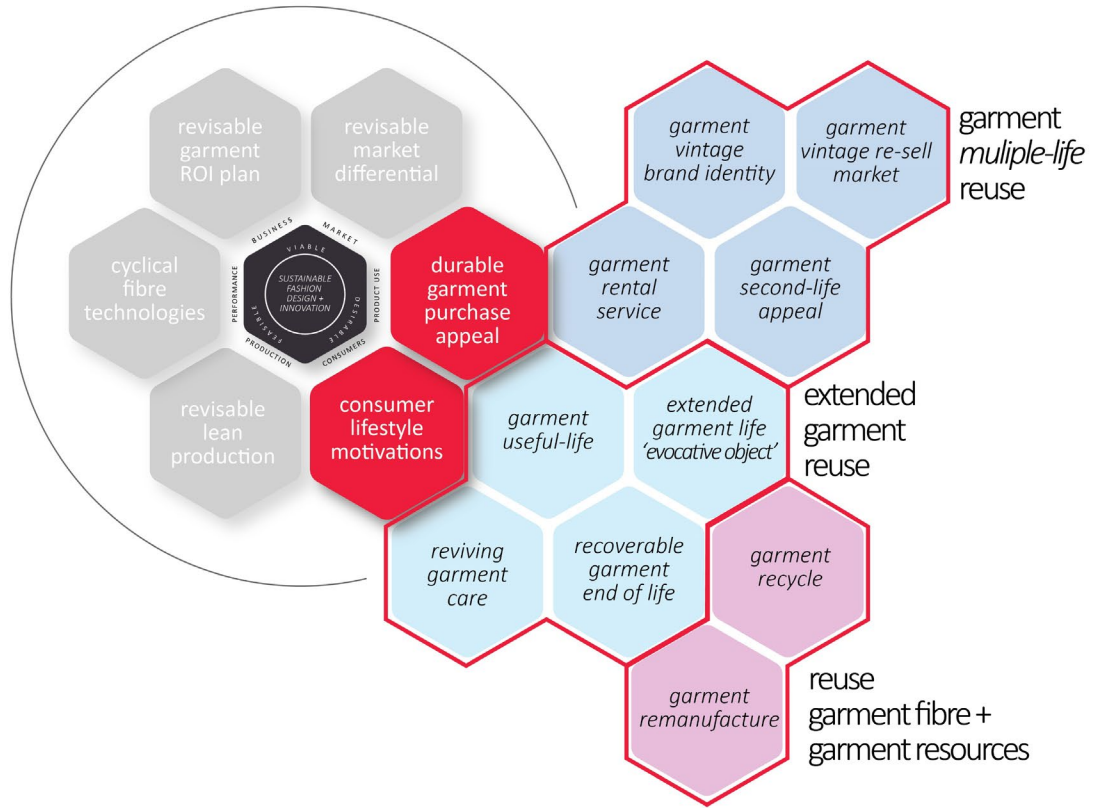
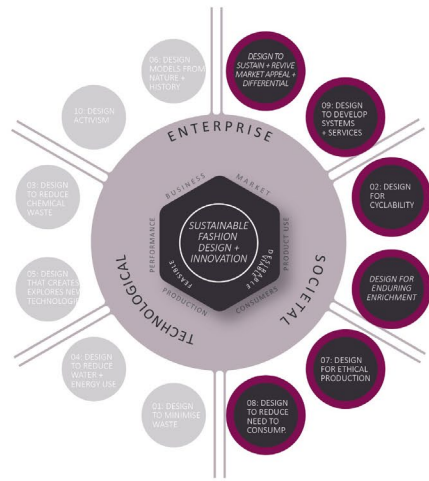
SUSTAINABILITY STRATEGY



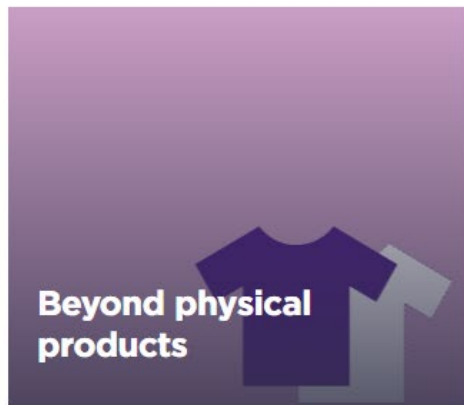
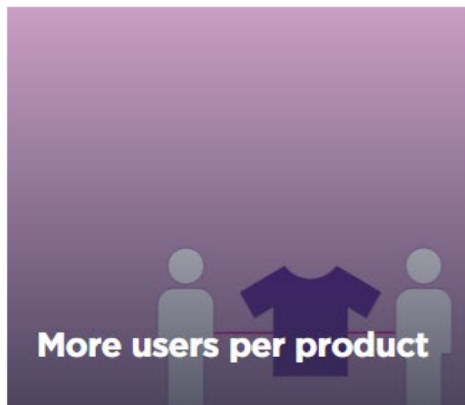
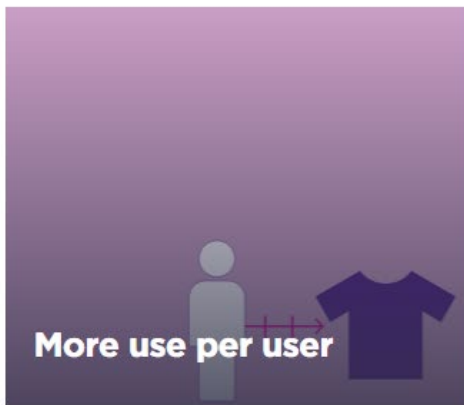
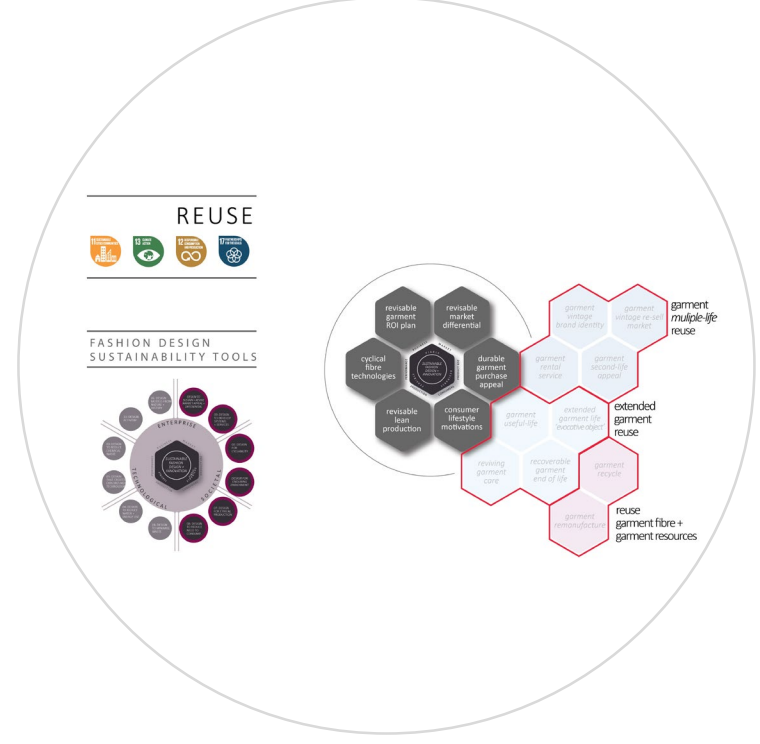
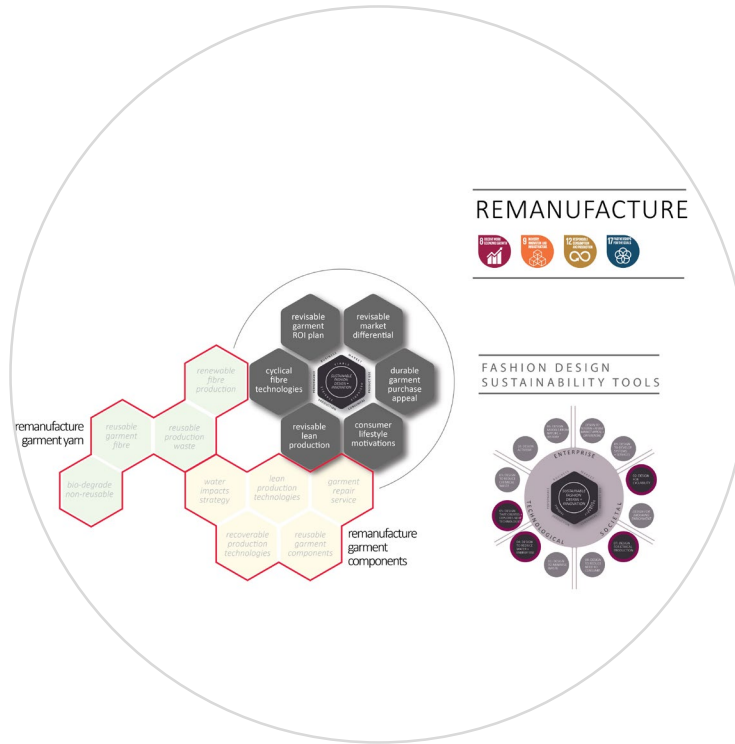
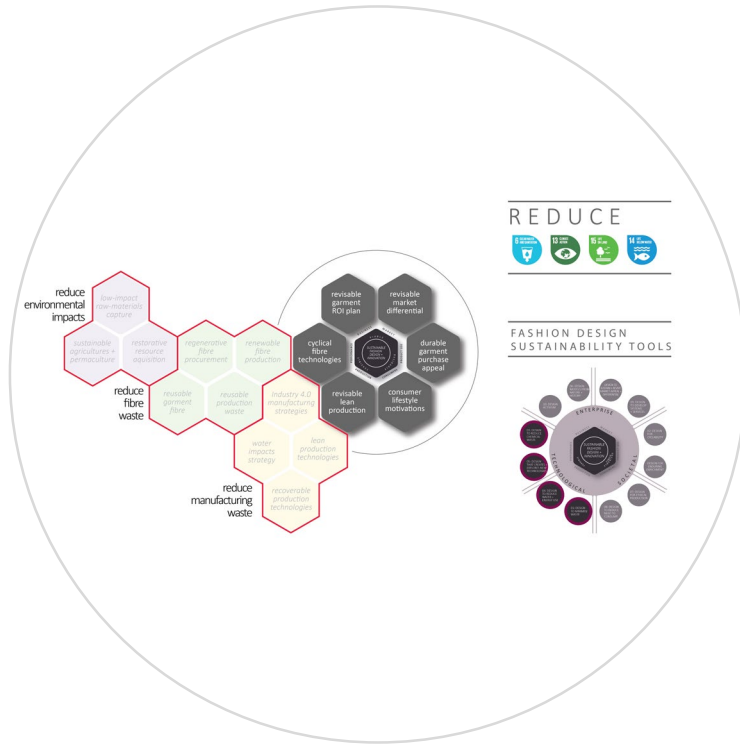
SUSTAINABILITY FOCUS



REUSE



DESIGN AGENDA –
specific project brief interpretation



Today, there are four main business models that circulate products and materials in the economy








- Rental
- Resale
- Repair
- Remaking

SUSTAINABILITY ISSUES

PRINCIPLES + CONCEPTS OF PRACTICE

DESIGN PRACTICE + INDUSTRY CONTEXTS

HOW TO RESOURCES

SUSTAINABILITY ISSUES	PRINCIPLES + CONCEPTS OF PRACTICE	DESIGN PRACTICE + INDUSTRY CONTEXTS	HOW TO RESOURCES
WHY – change to sustainable design - 21-C realities and professional / commercial motivations	Imperatives, Ethics + Benefits	Imperatives, Ethics + Benefits	
WHEN – is the target to achieve progress toward sustainability - 2030 timeline new graduate early career context	Fashion Industry Sustainability Policy + Targets	Industry Standards Targets for systemic change UN SDGs	
WHAT – is the Fashion Circular economy versus Linear economy	Circular v Linear	Comparison + illustration of the circular design + industry	
HOW – to design for 7 key attributes of Sustainable Fashion - sustainable design methodologies - SDGs	7 R's of fashion design	what are the '7' illustrated by company exemplars - linked to design tools	
WHERE – in the fashion design process is sustainability addressed, developed and created	Sustainable Fashion Design LCA	Sustainability hot-spots in the life of a fashion product	
WHO – is delivering best sustainable fashion practice - company case studies and business models for sustainable fashion	Sustainable Fashion Circular Business Models	Ellen-MacArthur Circular Business Models Fashion Industry Case studies	
WHICH - design for sustainability opportunities can a 'client' address - LOUNGE	Client / Company mentoring design for sustainability	Client / Company mentoring design for sustainability	



<https://www.proficio-faber.org/fashion-circular-design-resource>