

DESIGN FOR LONGEVITY



DESIGN FOR LONGEVITY
INTRODUCTION



WHAT IS DESIGN FOR LONGEVITY? A GARMENT'S LIFECYCLE




WHAT IS DESIGN FOR LONGEVITY?
A GARMENT'S LIFECYCLE
REDRESSDESIGNAWARD.COM



Image credit: Wrap
SLIDESHOW: T6DL-01-2

WHAT IS DESIGN FOR LONGEVITY?
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“Buy less. Choose well. Make it last. Quality, not quantity. Everybody’s buying far too many clothes.”

Vivienne Westwood

Image credit: The Rake

SLIDESHOW: T6DL-01-3

WHAT IS DESIGN FOR LONGEVITY?

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Source:
Telegraph (2013), Vivienne Westwood: Everyone buys too many clothes, <http://fashion.telegraph.co.uk/news-features/TMG10312077/Vivienne-Westwood-Everyone-buys-too-many-clothes.html>



HOW TO APPROACH DESIGN FOR LONGEVITY?
REDRESSDESIGNAWARD.COM

DESIGN FOR LONGEVITY

PHYSICAL LONGEVITY





PHYSICAL LONGEVITY: DURABILITY AND QUALITY

OKEWA

REDRESSDESIGNAWARD.COM

Image credit: Okewa

SLIDESHOW: T6DL-03-1



Higg Product Tools > Higg MSI > SAC Base Materials

SAC Base Materials

Displaying 1 - 18 of 18 materials

Textiles (18)

Synthetic Leather (1)

Leather (4)

Plastics (16)

Rubbers/Elastomers (12)

Metals (14)

Wood-based Materials (2)

Insulation Material (4)

Coatings and Laminations (6)

Foam (4)

Search Materials



Compare Materials

Select Materials to compare (max 3)

Compare	Material ▲	Impact *	benchmark	impact	blend components
<input type="checkbox"/>	Acetate, Triacetate fabric	56			
<input type="checkbox"/>	Acrylic fabric	52			
<input type="checkbox"/>	Alpaca Fabric	283			

PHYSICAL LONGEVITY: DURABILITY AND QUALITY
CHOICE OF MATERIALS
SAC BASE MATERIALS
REDRESSDESIGNAWARD.COM

Source:
Higg MSI (2018), SAC Base Materials, msi.higg.org/
sac-materials/1/textiles



PHYSICAL LONGEVITY: DURABILITY AND QUALITY
GARMENT CONSTRUCTION
VICTORNEE

REDRESSDESIGNAWARD.COM

Image credit: VictorNee

SLIDESHOW: 16DI-03-3

A shirt
that is

95%

more
eco-friendly.



PHYSICAL LONGEVITY: DURABILITY AND QUALITY
COLOUR AND DYEING METHODS
COSMOS STUDIO
REDRESSDESIGNAWARD.COM

Image credit: Cosmos Studio

SLIDESHOW: T6DI-03-4

COSMOSSTUDIO



PHYSICAL LONGEVITY: DURABILITY AND QUALITY
SPECIAL FINISHING
NAU

REDRESSDESIGNAWARD.COM

Image credit: Nau

SLIDESHOW: T6DL-03-5



**PHYSICAL LONGEVITY: DURABILITY AND QUALITY
PRODUCT TESTING**
REDRESSDESIGNAWARD.COM



Image credit: Bundgaard Nielsen

SLIDESHOW: T6DI-04-1

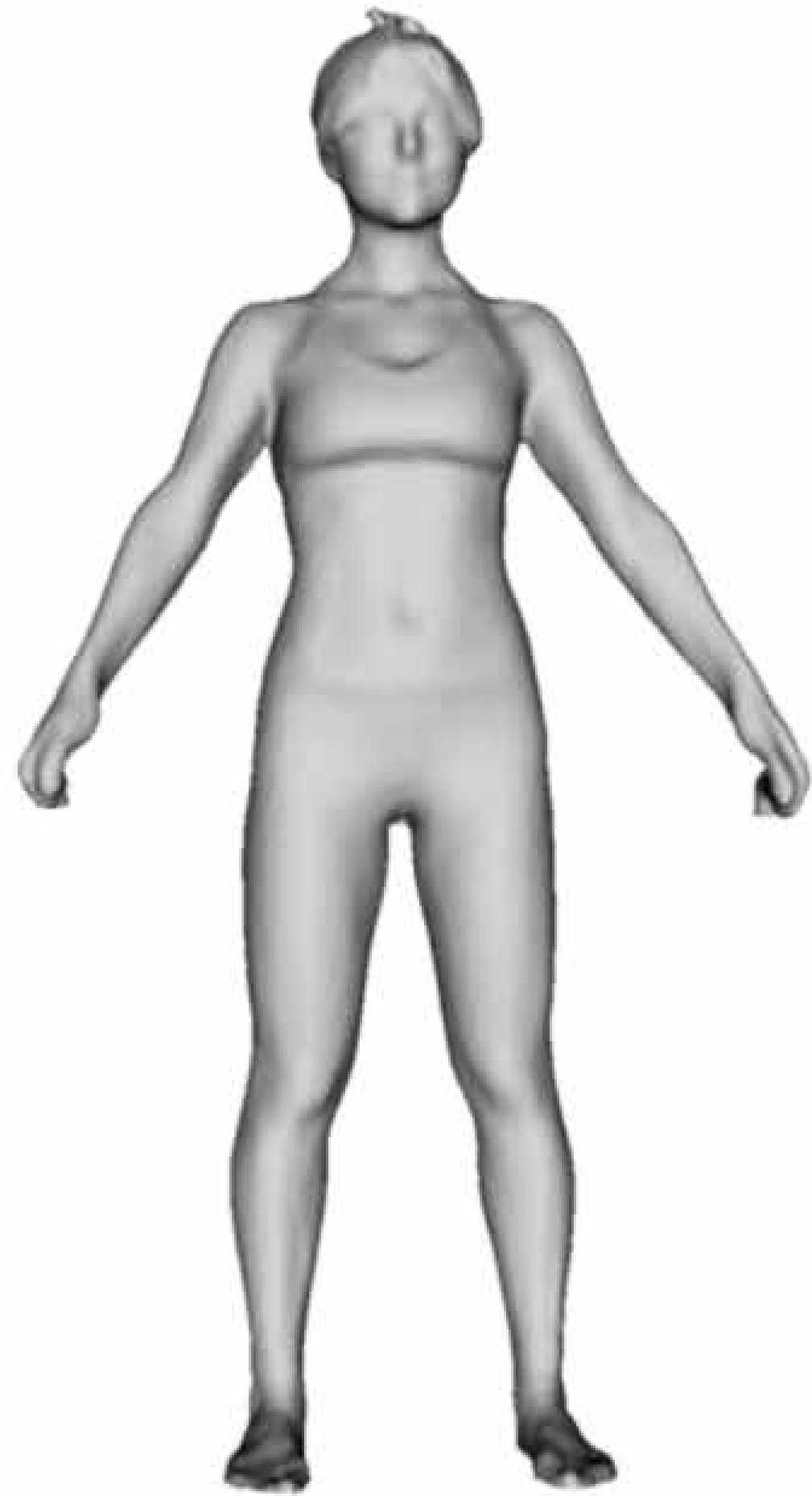
PHYSICAL LONGEVITY: SIZE AND FIT
MEASUREMENTS AND FIT
BUNDGAARD-NIELSEN
REDRESSDESIGNAWARD.COM



Image credit: Boob Design

SLIDESHOW: T6DL-04-2

PHYSICAL LONGEVITY: SIZE AND FIT
ADDING STRETCH
BOOB
REDRESSDESIGNAWARD.COM



Name	Value (cm)
Neck	33.1
Chest	94.3
Bust	93.9
Waist	77.9
Hips	94.5
Left Biceps	27.1
Right Biceps	27.6
Left Forearm	23.4
Right Forearm	23.8
Left Thigh	55.6
Right Thigh	55.5
Left Calf	35.6
Right Calf	36



Image credit: ELSE Corp, Denim Unspun

SLIDESHOW: T6DI-04-3

PHYSICAL LONGEVITY: SIZE AND FIT
CUSTOMISATION
DENIM UNSPUN
REDRESSDESIGNAWARD.COM



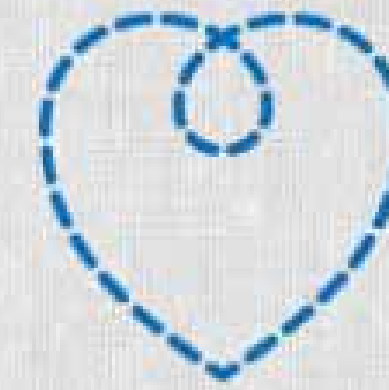
Image credit: Uniqlo

SLIDESHOW: T6DL-04-4

PHYSICAL LONGEVITY: SIZE AND FIT
SIZE AND ALTERATION
UNIQLO
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LOVE YOUR CLOTHES
**HELPS YOU
GET MORE**
FROM YOUR CLOTHING
BY PROVIDING PRACTICAL TIPS
AND ADVICE ON FIXING,
UPCYCLING AND CARING
FOR YOUR CLOTHES



JOIN THE
MOVEMENT!



Image credit: Ragged Life Blog, WRAP

SLIDESHOW: T6DI-05-1

PHYSICAL LONGEVITY: CUSTOMER USE
CARE
WASTE & RESOURCES ACTION PROGRAMME (WRAP)
REDRESSDESIGNAWARD.COM



Image credit: NORRØNA

SLIDESHOW: T6DL-05-2

PHYSICAL LONGEVITY: CUSTOMER USE

REPAIR

NORRØNA

REDRESSDESIGNAWARD.COM

DESIGN FOR LONGEVITY

PHSYCOLOGICAL LONGEVITY





Image credit: JNBY

SLIDESHOW: T6DL-06

PSYCHOLOGICAL LONGEVITY
BUILDING CUSTOMER LOYALTY AND ENGAGEMENT
JNBY
REDRESSDESIGNAWARD.COM



PSYCHOLOGICAL LONGEVITY
CREATING EMOTIONAL LINKS THROUGH STORYTELLING
JESSE LEE

REDRESSDESIGNAWARD.COM



Image credit: Vetta

SLIDESHOW: T6DI-08-1

PSYCHOLOGICAL LONGEVITY: STYLE

TIMELESSNESS

VETTA

REDRESSDESIGNAWARD.COM



THE COCOON CARDI



THE SCARF



THE GRECIAN TUNIC



THE CAPE



THE ONE SHOULDER DRESS



THE WRAP



THE X-BACK HALTER



THE GRECIAN TUNIC

PSYCHOLOGICAL LONGEVITY: STYLE
 MULTIPURPOSE
 ENCIRCLED
 REDRESSDESIGNAWARD.COM



Image credit: Encircled

SLIDESHOW: T6DL-08-2



Image credit: Carcel

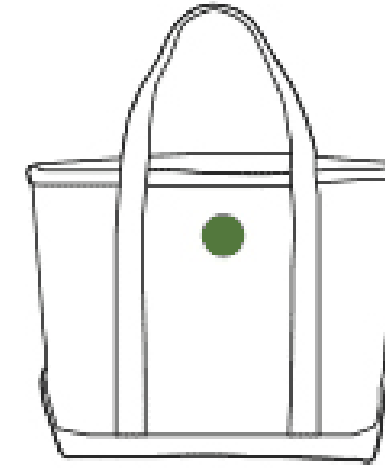
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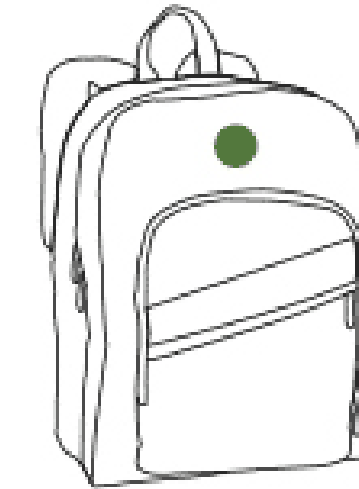
PSYCHOLOGICAL LONGEVITY: STYLE
GENDER NEUTRALITY
CARCEL
REDRESSDESIGNAWARD.COM



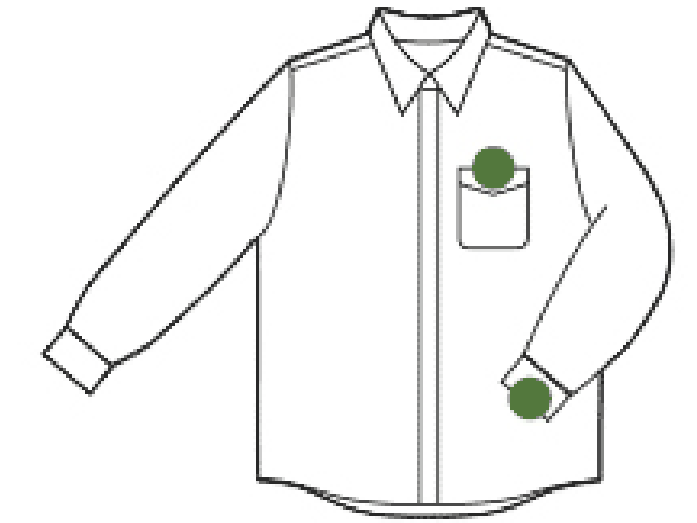
Tote Bags



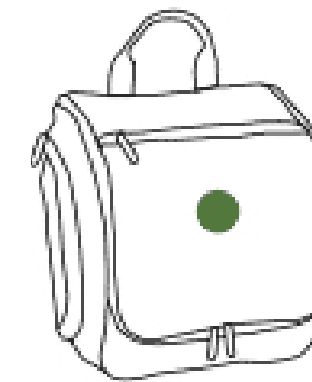
School Backpacks



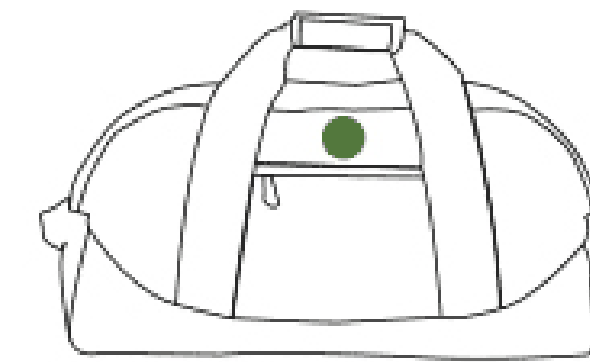
Men's Oxford Shirts
(Left Cuff or Pocket)



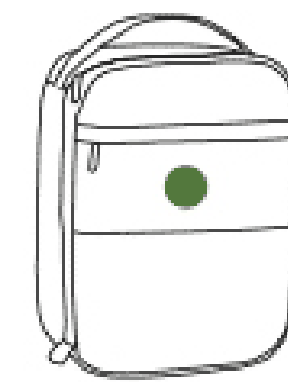
Personal Organizers



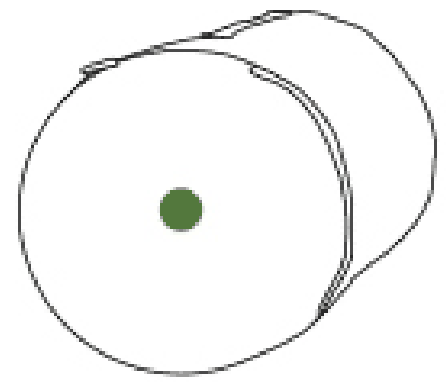
Duffle Bags



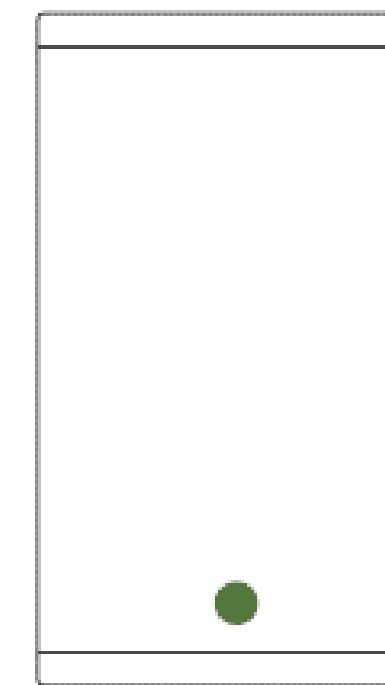
Lunch Boxes



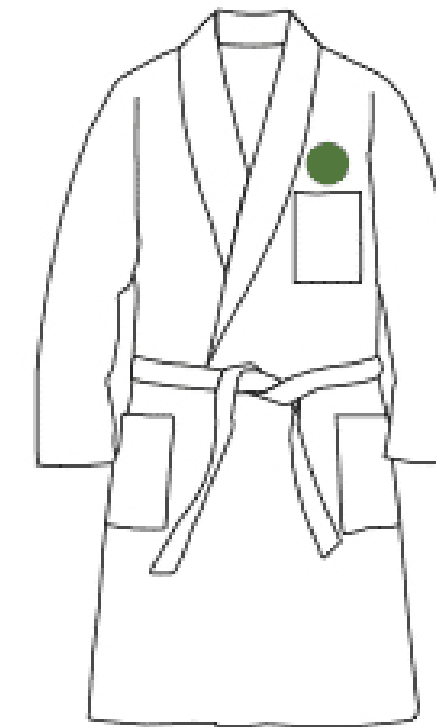
Sleeping Bags
(on Stuff Sack)



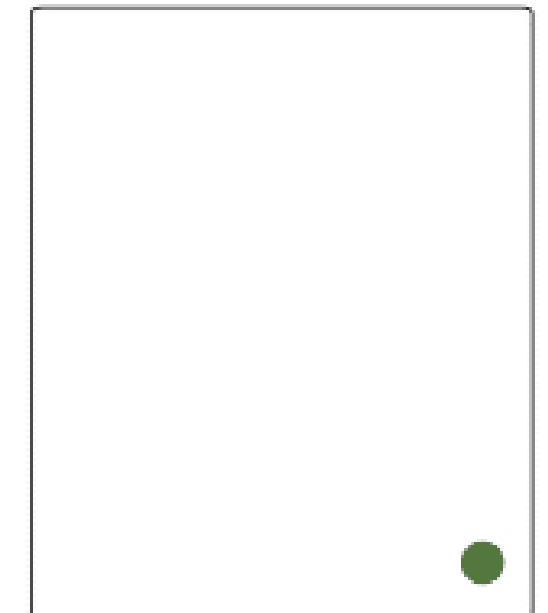
Towels



Robes



Throws
(Diagonally across Corner)



DESIGN FOR LONGEVITY
CASE STUDIES



新装

如初

CLASSICS ANEW



Image credit: Classics Anew

SLIDESHOW: T6DL-10-1

DESIGN FOR LONGEVITY CASE STUDY 1:

CLASSICS ANEW

REDRESSDESIGNAWARD.COM



Image credit: Classics Anew

SLIDESHOW: T6DL-10-2

DESIGN FOR LONGEVITY CASE STUDY 1:
CLASSICS ANEW
REDRESSDESIGNAWARD.COM



Image credit: Three Artisans

SLIDESHOW: T6DL-10-3

DESIGN FOR LONGEVITY CASE STUDY 1:
CLASSICS ANEW
REDRESSDESIGNAWARD.COM



Image credit: Classics Anew

SLIDESHOW: T6DI-10-4

DESIGN FOR LONGEVITY CASE STUDY 1:
CLASSICS ANEW
REDRESSDESIGNAWARD.COM



Image credit: Eileen Fisher

SLIDESHOW: T6DL-11-1

DESIGN FOR LONGEVITY CASE STUDY 2:

EILEEN FISHER

REDRESSDESIGNAWARD.COM



Image credit: Vogue

SLIDESHOW: T6DI-11-2

DESIGN FOR LONGEVITY CASE STUDY 2:
EILEEN FISHER
REDRESSDESIGNAWARD.COM

A close-up photograph of a dark-colored fabric seam. The stitching is visible, but the seam is uneven and frayed, with the threads appearing loose and the fabric layers not properly aligned.

BUSTED SEAM

A close-up photograph of a light green fabric seam. The stitching is neat and even, with the fabric layers perfectly aligned and no fraying or unevenness visible.

CLEAN SEAM

A close-up photograph of a dark fabric seam. The seam is finished with a flat felled construction, where the raw edges of the fabric are folded inward and pressed flat, creating a smooth, finished edge.

FLAT FELLED SEAM

A close-up photograph of a dark brown fabric seam. The seam is finished with a French seam, where the raw edges are folded inward and then pressed together, creating a clean, finished edge with no visible stitching on the exterior.

FRENCH SEAM

DESIGN FOR LONGEVITY CASE STUDY 2:
EILEEN FISHER
REDRESSDESIGNAWARD.COM



Image credit: Eileen Fisher
SLIDESHOW: T6DL-11-4

DESIGN FOR LONGEVITY CASE STUDY 2:
EILEEN FISHER
REDRESSDESIGNAWARD.COM

Fashion Clinic



Image credit: Fashion Clinic

SLIDESHOW: T6DL-12-1

DESIGN FOR LONGEVITY CASE STUDY 3:

FASHION CLINIC

REDRESSDESIGNAWARD.COM



DESIGN FOR LONGEVITY CASE STUDY 3:
FASHION CLINIC
REDRESSDESIGNAWARD.COM

Image credit: Fashion Clinic

SLIDESHOW: T6DE12-2



Image credit: Fashion Clinic

SLIDESHOW: T6DI-12-3

DESIGN FOR LONGEVITY CASE STUDY 3:
FASHION CLINIC
REDRESSDESIGNAWARD.COM



Image credit: Fashion Clinic
SLIDESHOW: T6DL-12-4

DESIGN FOR LONGEVITY CASE STUDY 3:
FASHION CLINIC
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DESIGN FOR LONGEVITY

PROJECT BRIEFS



TOPIC 6

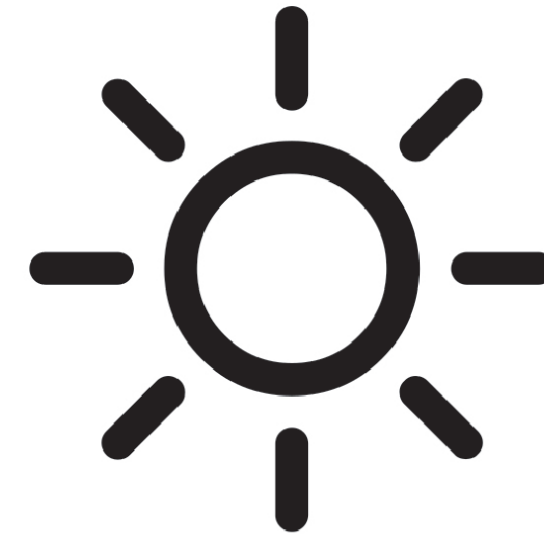
DESIGN FOR LONGEVITY

PROJECT BRIEF 1:
DESIGNING FOR MULTIPURPOSE
AND MAXIMUM FUNCTIONALITY



STORMY

Frequent heavy rain



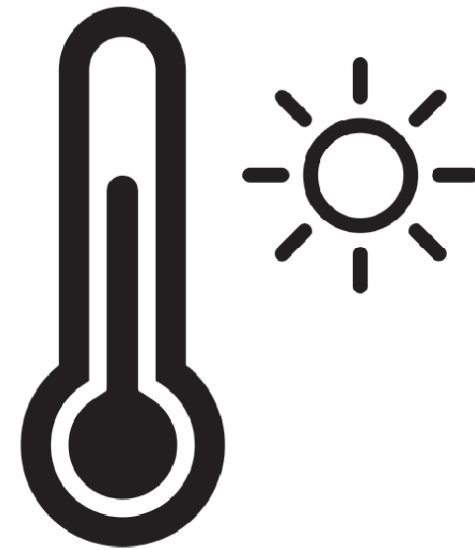
SUNNY

Dry weather with direct sunlight



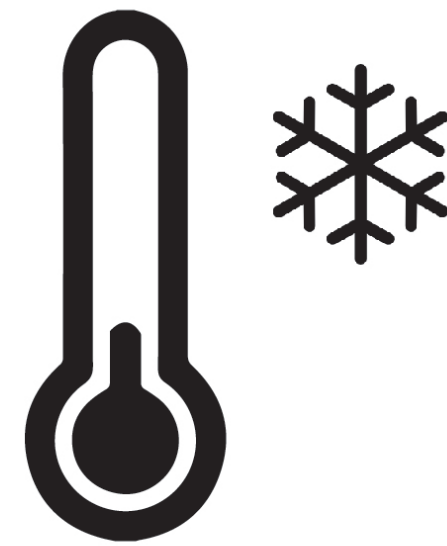
CLOUDY

Sporadic sunlight with cooler periods



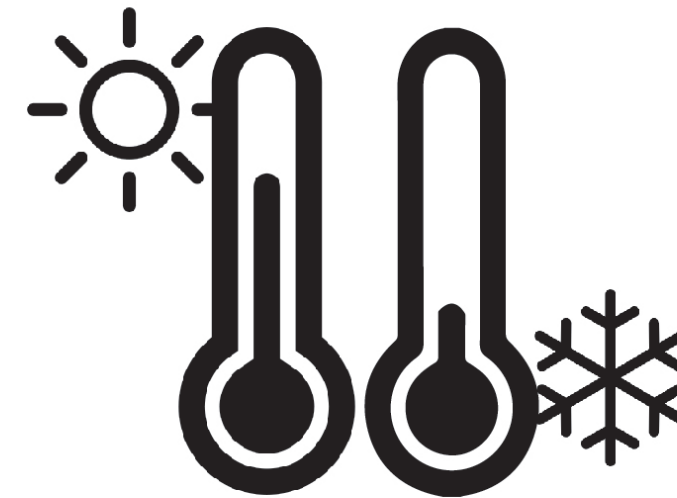
HOT

Regular high temperatures



COLD

Constant cooler climate temperatures



EXTREMES

Frequently interchangeable
between cold and hot temperatures



HUMID

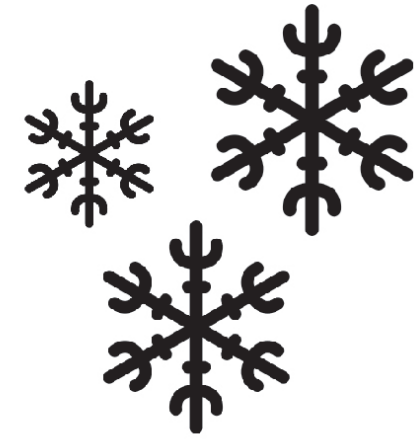
High moisture levels

DESIGN FOR LONGEVITY PROJECT BRIEF 1:
DESIGNING FOR MULTIPURPOSE AND MAXIMUM FUNCTIONALITY
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TOPIC 6

DESIGN FOR LONGEVITY

PROJECT BRIEF 1:
DESIGNING FOR MULTIPURPOSE
AND MAXIMUM FUNCTIONALITY



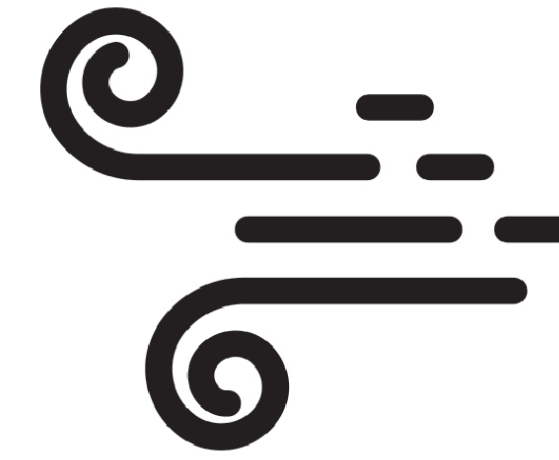
SNOW

Intermittent sun and snow blizzards



SHOWERS

Unpredictable light rain



WINDY

Erratic movement of air



FREQUENT
TRAVELLER



CAPSULE
WARDROBE



ACTIVE LIFE



HOLIDAY
WARDROBE

DESIGN FOR LONGEVITY PROJECT BRIEF 1:
DESIGNING FOR MULTIPURPOSE AND MAXIMUM FUNCTIONALITY
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TOPIC 6

DESIGN FOR LONGEVITY

PROJECT BRIEF 1:

DESIGNING FOR MULTIPURPOSE
AND MAXIMUM FUNCTIONALITY



OFFICE
WARDROBE



CASUAL



OCCASION-WEAR



PARTY



MATERNITY



PEOPLE
WITH DISABILITIES



AGE ASSOCIATED

DESIGN FOR LONGEVITY PROJECT BRIEF 1:
DESIGNING FOR MULTIPURPOSE AND MAXIMUM FUNCTIONALITY
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