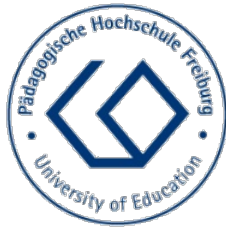


Selected Projects of Students at Partner Universities

The “Gheorghe Asachi” Technical University of Iasi, Romania



Hochschule Reutlingen
Reutlingen University



Co-funded by
the European Union

Learning Objectives

The main objectives of the students works are:

- Approaching some sustainable conceptual and practical aspects, specific to fashion design.
- Deeper analysis of concrete design approach possibilities.
- Encouraging creativity and students' approach to the practical aspects in sustainable fashion design.
- The conceptualization and development of collections on a chosen theme, in close correlation with the selected sustainable approaches.
- Transposing the developed collections into practice.
- Conclusions and lessons learned.

Content

Three studies:

Study 1 - Paint your style! Recycle your clothes!
Master student: TEODORESCU Camelia-Andreea

Study 2 – The “Revive Project”
Master student: POHOATA Roxana

Study 3 - Grandma's lace - a new life
Master student: JOANDREA Maria-Mirabela

Content

Three studies of master's degree students were selected and are briefly presented:

- The first study focuses on the idea of reusing and repairing clothing, which allows extending the life of the products. The collection was developed by hand painting some used products, which offers added value and customization.
- The second study is based on the upcycling technique and the reintegration of fabric waste into an experimental-creative recycling collection. The collection is aesthetically inspired by the shape and structure of the fabrics recycled.
- The third study starts from the inestimable value of traditional manual work techniques. The collection is based on the idea of attaching pieces of lace to a tulle base and bind them by felting with non-spun, colored wool.



Student's work – Study 1



Paint your style!
Recycle your clothes!



Master student: TEODORESCU Camelia-Andreea

The Sustainability



Sustainability is a broad process and does not only include recycling or making truly sustainable products. Sustainability is more than that, it is a way of living and includes educating the consumer, promoting personal style regardless of trends, awareness of environmental issues, appreciating and supporting sustainable fashion producers, and above all the identity and well-being of the self.

Image source:
<https://www.freepik.com/vectors/sustainability>

The Consumer

- The consumer is one of the key factor when it comes to sustainability. From a psychological point of view, the consumer is subjected to social stress when it comes to clothing.
- Promoting trends has become a social norm. Not belonging to these trends, which otherwise change much too quickly, made the consumer dependent on fashion, and not on defining his own, different style.
- These rapid trends lowered the self-esteem of the consumer and made him feel that he did not fit into society if he did not wear the appropriate clothing.



Image source: Dress shop vector created by pch.vector - www.freepik.com

Second-hand products

- When consumers decide to give goods to other people (family members, acquaintances, organizations, etc.) or sell them on second-hand markets, these goods enter a new life cycle.
- Thus begins a "second life", which resumes the cycle from the distribution phase to move through another phase of use and will eventually return to live in other subsequent life cycles if preserved and repair with due care.

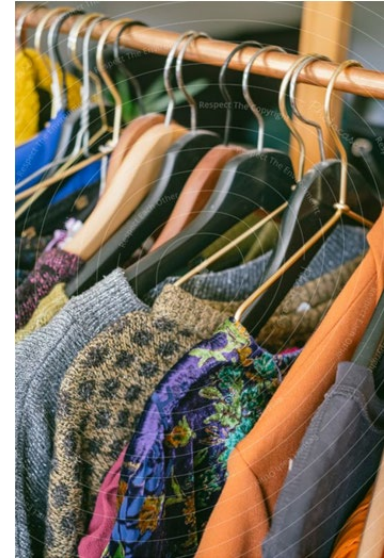


Image source: Photocase

Product reuse and repair

- Reuse is the simplest strategy available: it consists of reusing products as such and allows their life cycle to be extended, targeting new uses, consumers and markets.
- This approach involve low power consumption because it does not require special resources.
- In the case of clothing, the energy used to collect, order and resell used clothing can be 10-20 times less than the energy required for recycling.

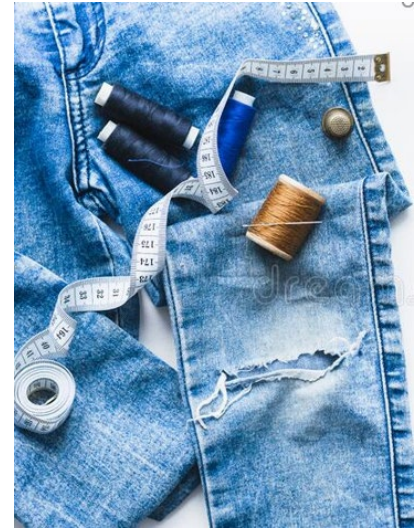


Image source: ROYALTY-FREE STOCK PHOTO

Product reuse and repair

- Repair and reuse can be convenient for both the seller and the buyer, as it reduces the reuse of raw materials and the production of waste, promotes the sharing and mixing of different styles and ways of being (defining one's own style).
- Repairing and rearranging textiles is an ancient practice, influenced mainly by economic needs (the relationship between labor and material costs) and the availability of goods.
- Typical examples related to family life are replacing shirt collars or cuffs, putting patches on the elbows of jackets.



Image source:
<https://www.alterationsboutique.co.uk/blog/how-alterations-make-a-difference>

Product reuse and repair

The main factors that adversely affected clothing repair are:

- reducing the cost of products, especially in the context of fast fashion, which is much more convenient for the buyer to buy something new than something repaired;
- the rapid passing of fashion, the much faster variation of trends, which immediately makes a product obsolete due to frequent changes in style;
- consumer behaviors, the common attitude towards the use of repaired products are seen as an indicator of economic restriction;
- an increase in labor costs, leading to a large imbalance compared to the "new" product.



Image source: Unsplash

Clothing customization

- Clothing customization has four important, profitable effects all at the same time:
 - strengthens the wearer's self-esteem;
 - makes this one stand out;
 - personalizing clothing gives a sense of uniqueness, making the wearer feel special;
 - strengthens the sense of identity and creates a more personal experience.
- Among the clothing customization techniques can be mentioned:
 - embroidery of various textiles;
 - printing custom designs by thermal transfer;
 - insertion of plotter markings;
 - laser printing of custom designs;
 - hand painting.



Image source:
store owner PNG Designed By 588ku from Pngtree.com

Creating a customised clothing collection – hand made painted

The collection - the main key words are:

- Clothes transformed into works of art
- Reusing old clothes
- Reinventing
- Unique design
- Creativity
- Shaping a personal style
- Stories on clothes



Image source: Pinterest - Clothes Painting •
Recyclart

The mood board



Used materials



Second hand jacket



Second hand jacket

Spray varnish



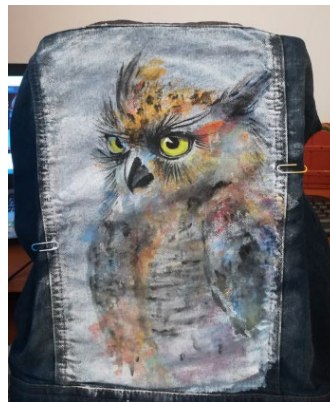
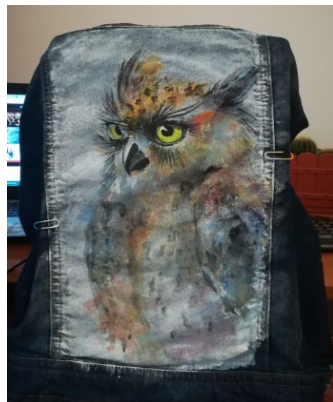
Brushes

Elastic paint for
textiles and
leather



Second hand shirt

Customization stages – first product



Product 1



Customization stages – the second product





Product 2

Customization stages – the third product





Product 3



Customization – the fourth product



Product 4



Conclusions

Some factors adversely affected clothing repair and craft practices, such as:

- reducing the cost of products, especially in the context of fast fashion, which is much more convenient for the buyer to offer something new than something repaired;
- the rapid passing of fashion, the much faster change of trends, which immediately makes a product obsolete ;
- consumer behaviours, the common attitude towards the use of repaired products, are seen as an indicator of economic restriction;
- an increase in labour costs, leading to a large imbalance compared to the "new" product.

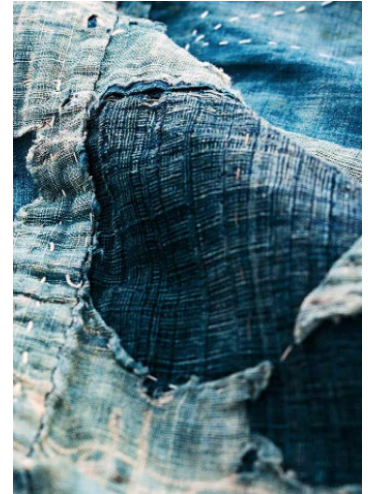


Image source:
<https://www.raystitch.co.uk/products/mend-patch-handbook-to-repairing-clothes-and-textiles>

References

- <https://www3.nd.edu/~jsherry/pdf/2012/FastFashionSustainability.pdf>
- http://www.ecosign-project.eu/wp-content/uploads/2018/09/TEXTILE_UNIT08_EN_RO_Lecture.pdf
- <https://cavaleria.ro/moda-sustenabila-nu-este-un-trend/>
- <https://conceptoline.com/moda-si-mediul-reciclare-in-fashion/>
- <https://www.prettygreenlily.com/forms-of-sustainable-fashion/>
- <https://www.hoffmann-group.com/RO/ro/horo/servicii/personalizarea-imbracamintei/e/44357/>

Student's work 2

Revive Project

Master student:
POHOATA Roxana



Patchwork

The "patchwork" technique involves:

- The joining of pieces of material resulting in geometric shapes sewn together to form a complex creative project.
- Sewing the pieces together can be done according to predefined patterns or random (free style). You get a large enough material from which you can create a fashion item or decorations.
- The freedom to create any outline, offering a satisfying visual and sensory experience, and being a proof of the creativity that generates it.
- Cutting pieces of fabric, combining different textures, arranging various colors, sewing the pieces cut into blocks, assembling the blocks.



The oldest evidence in support of this technique is the Silk Patchwork Coverlet, dated to the year 1718.

Designers who approached the patchwork techniques

Dolce&Gabbana

The patchwork technique is an excellent example of upcycling, and combined with other ornamentation techniques, leads to obtaining a real artifact with both decorative and functional values.



Great designers such as Dolce&Gabbana, Desigual, Burberry, Alexander McQueen, Miu-Miu, have exploited the dynamic diversity of this technique in limited editions, generating entire collections under the sign of sustainability and recycling.

Image source: <https://www.vogue.com/fashion-shows/spring-2021-ready-to-wear/dolce-gabbana>

Miu-Miu

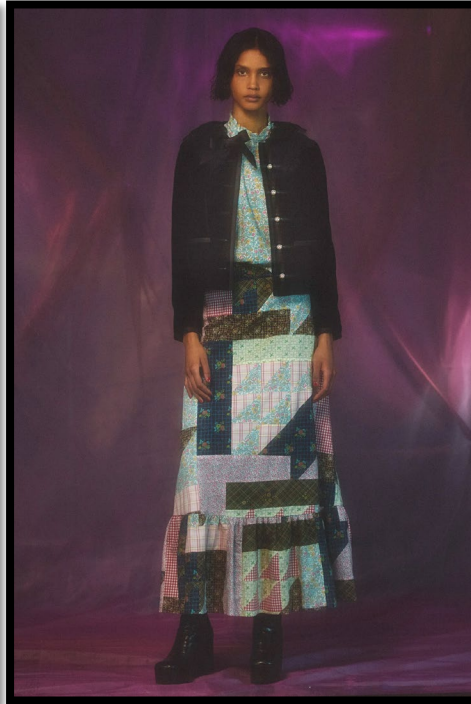


Image source: <https://www.vogue.com/fashion-shows/pre-fall-2020/miu-miu>

Sacai



Image source: <https://www.vogue.com/fashion-shows/spring-2021-menswear/sacai/slideshow/collection>

Alexander McQueen



Image source: <https://www.vogue.co.uk/fashion/gallery/alexander-mcqueen-aw20-patchwork-look>

Burberry



Image source: <https://rekastyle.blogspot.com/2016/07/burberry-16fw-patchwork-collection-with.html>

Desigual



Image source: <https://angelvancouver.com/2021/08/09/desigual-fall-winter-2021-collection-for-women/>

Refashion
Upcycle Repurpose
Recycle



Re-think

Revive Project - The sustainable concept

The project proposes:

- The reintegration of fabric waste into an experimental and creative recycling collection.
- Reusing or converting fabrics into new fashion products.
- New innovation methods that solve complex problems related to fashion sustainability as well as design strategies for: longevity of fashion items, multifunctionality, reparability, physical and emotional durability.
- 90% recovery of textile waste and their transformation into new creations.
- The practical and aesthetic exploitation of the concept of recycling/upcycling textile waste.

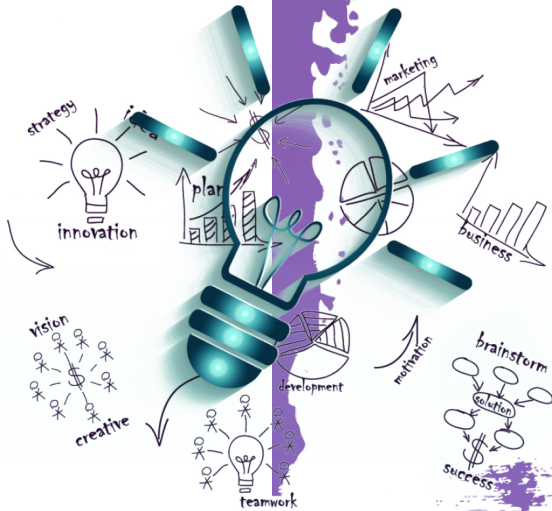
“Revive project” – the collection



- The rediscovery of femininity from the contrasts of transparent textures, the overlapping of layers, the asymmetries, are the synecvanone elements and formula for the new concept.
- The collection investigates new innovation methods that solve complex problems related to fashion sustainability as well as design strategies for the longevity of clothing items, multifunctionality, alterability, reparability, physical and emotional durability.
- The collection is intended exclusively for women between 20 and 50 years old, with a creative, active personality, who want to be out of the box, surprising, in step with the latest trends, interested in the versatility of "statement" models and last but not least, authentic ones.
- It is recommended for two seasons, spring and summer, and it combines materials of different textures, materiality and elasticity, such as knitwear, mesh and organza.
- It contains clothing items with shoulder and waist support, comfortable and chic, which flatter the figure.

The main steps followed in the process:

- fabrics selection
- mood board
- sketches
- collection development
- final products



Textile waste



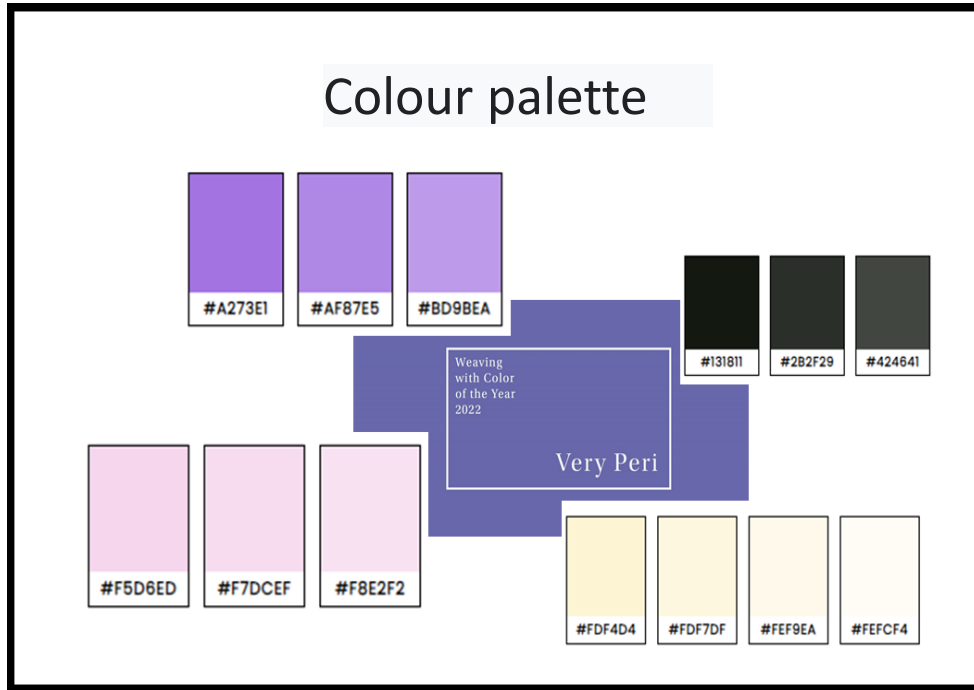
The collection is aesthetically inspired by the shape and structure of fabrics recycled. Thus, it is proposed to explore the potential of their reuse through the upcycling or patchwork techniques.

The mood board



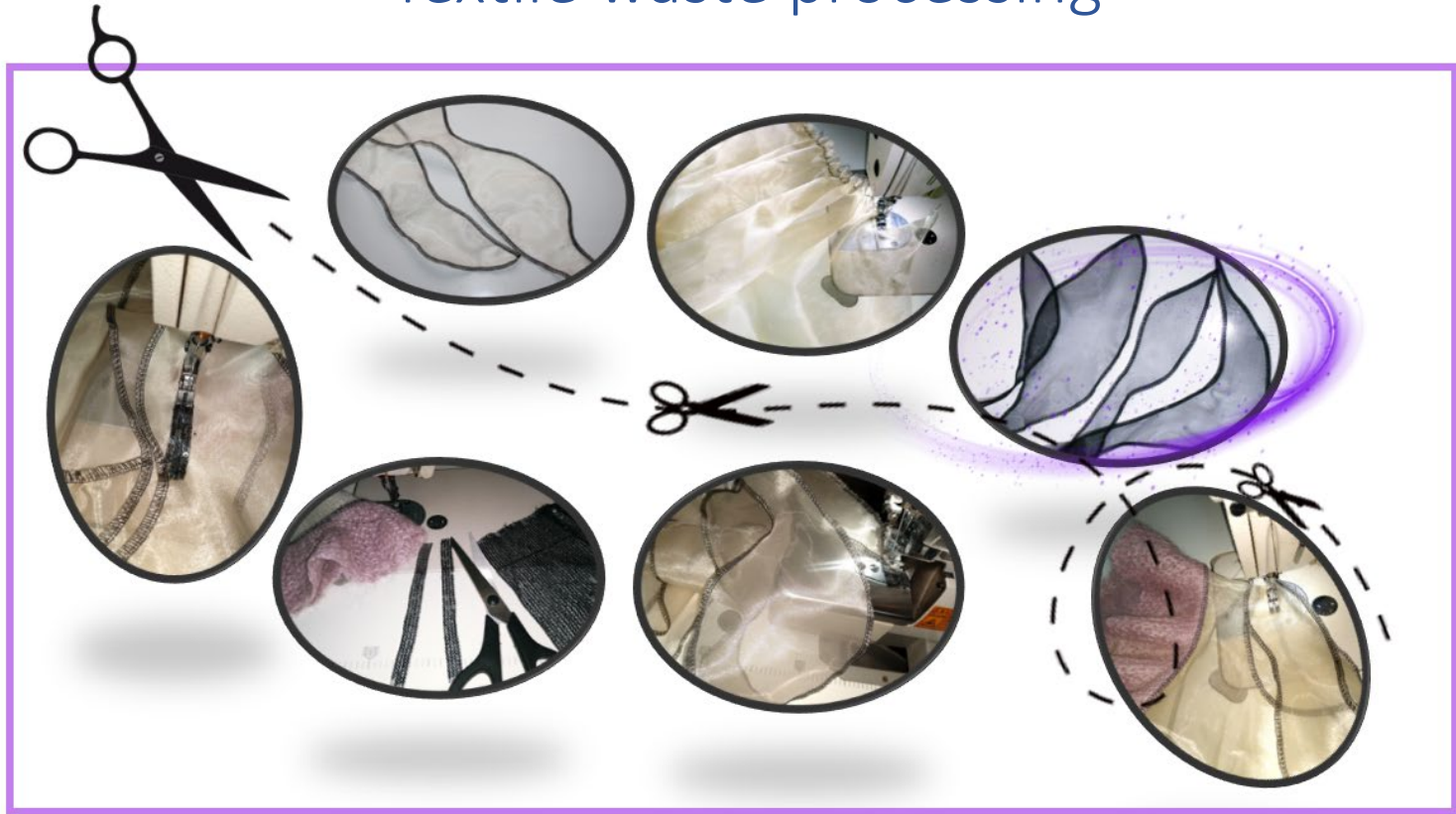
- The mood board contains various samples of textures, the range of colours, the idea of recycling/upcycling, patterns, photos of products and ideas. It involves the challenge of bringing together the elements in a creative puzzle that will help in defining the final ideas of the collection.

Colours



- The chromatic palette includes a number of shades from white, ivory, purple and black, and the shade of the year 2022 "Very Peri" described as "a mixture of novelty, encouraging inventiveness and creativity."

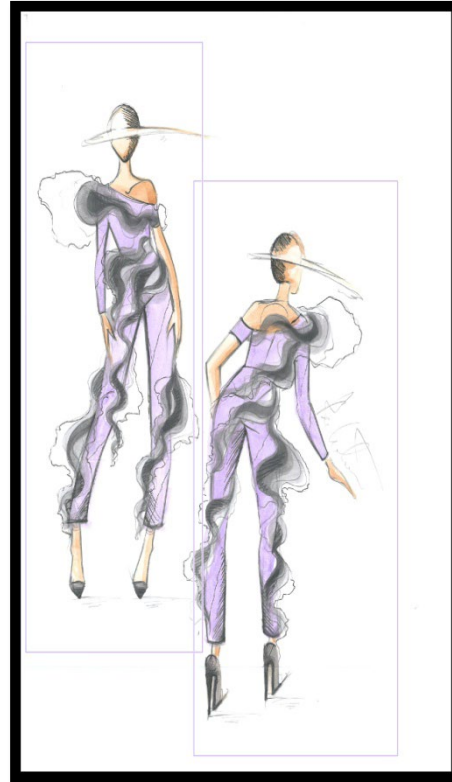
Textile waste processing



“Revive project” - sketches



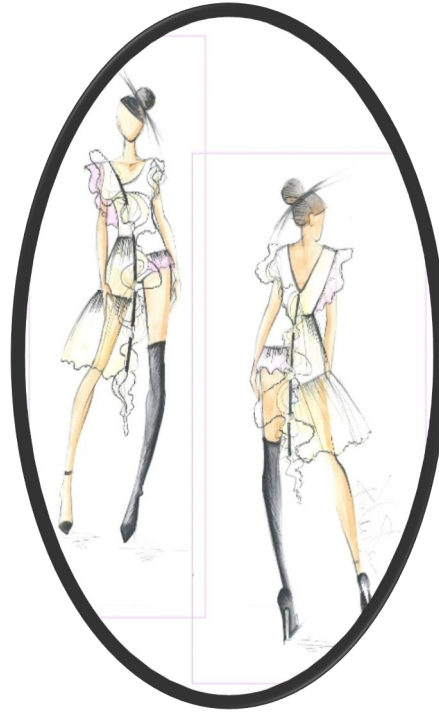
“Revive project” - sketches



The products made – first outfit



Fabrics



Sketches



Final product



The products made – the second outfit



Fabrics



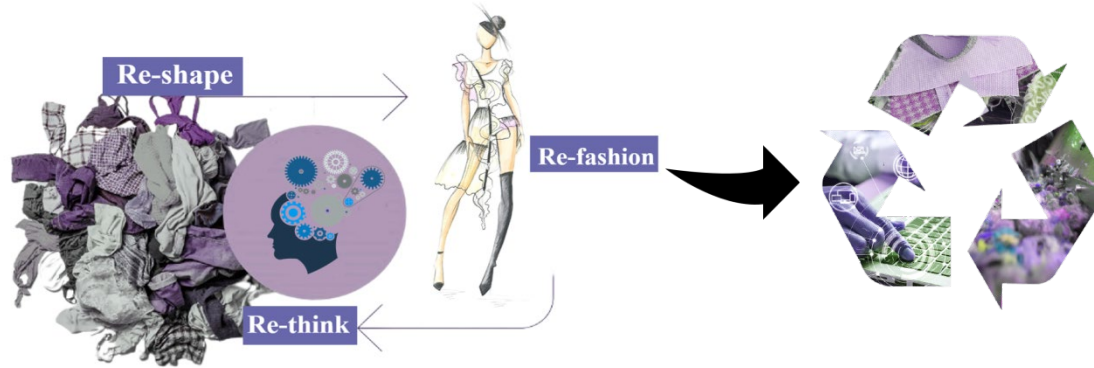
Sketches



Final product



Conclusions

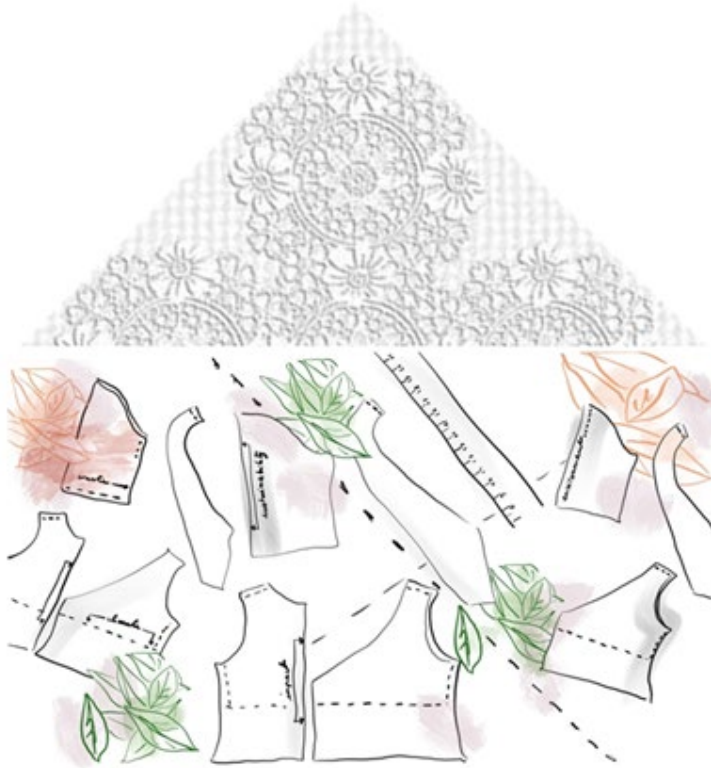


- So that fashion does not become "disposable" and quantity does not come at the "expense of quality", and so that we are no longer bombarded with "fast fashion" styles, it is recommended to recycle a large percentage of both used products and waste, within the circular economy.
- In a world of consumerism, the concept of "giving a new life" to textile waste, apparently with no chance of being reused, is an act of awareness of the idea of sustainability.
- As designers, we have the option of promoting longevity in fashion design as well as educating consumers about repair and restoration techniques for fashion items.
- Salvage, reprocessing, recovery, reduction of textile waste and their conversion into other new raw materials for new clothing creations, contribute to the awareness of upcycling and reuse processes.

References

- [Patchwork Fabrics, patchwork embroidery, patchwork designs, Fibre2fashion - Fibre2Fashion](#)
- [Spain : Spain's Desigual on its way to conquer global market - Apparel News Spain \(fibre2fashion.com\)](#)
- [How To Wear The Patchwork Trend For Summer 2021 | British Vogue](#)
- [Dolce & Gabbana Make A Case For Sicilian Patchwork \(elle.com\)](#)
- [Collections | Quilt Museum and Gallery, York](#)
- Myths and Fairy Tales in the Alexander McQueen AW 2020 Collection (wfc.tv)
- <https://www.urban.ro/culoarea-anului-2022-pantone-very-peri/>

Student's work 3



Grandma's lace - a new life

Master student:

JOANDREA Maria-Mirabela

About sustainability



- Sustainable fashion is a design philosophy and movement that promotes environmental and social responsibility. Sustainable fashion is defined as clothing, shoes and other accessories that are manufactured and used in the most sustainable way possible, taking into account both the environment and the socio-economic dimensions.
- In this context, the valuable traditional techniques can also be mentioned.

The starting point - Traditional hand processing techniques



- Craft means both trade, profession, and skill, ability, talent.
- Crafts, regardless of their nature, combine the practical spirit with the need for beauty and the aesthetic sense manifested by man in his development. The "philosophy" that hides behind authentic craft products refers to perennial values such as kindness, love of neighbor, patience, faith or communion between everyone and everything.

About hand crocheted lace



- Lace is a textile product, a fabric with gaps, representing wide meshes, worked with a needle, with crochet, with hammers or by the simultaneous use of several techniques, which is made manually or industrially.
- The materials that have been used over time to make lace have varied from linen, silk, gold and silver to the much more current and widely used cotton or the widespread synthetic fibers. Some artists use today, as in the golden age of Venetian lace, gold, silver or copper threads in their works.

Wool felting technique



- Friction felting is the traditional method by which unspun wool or animal hair is felted by rubbing with the help of warm water and soap. In combination with warm water and soap, the scales of the woolen threads rise and due to the movement produced by friction or rolling, they become so tangled that the threads get a compact mass that can no longer be separated.
- The needle felting process achieves the same effect, but the process is different. When the wool is poked with the felting needle, it pulls the threads and creates knots between them.

The concept: Grandma's lace - a new life



- Each of us has a decorative object at home as a memory from grandparents, great-grandparents or parents. It can be a tablecloth, a crochet doily, a macrame, a rug or old lace.
- Although we love them, we rarely use them or display them around the house. How would a piece of this legacy live on and be part of our everyday lives?
- There are many ways in which you can recycle old embroidered items, lace or macrame.
- The technique used for this collection is to attach the elements to the tulle and bind them by felting with non-spun, coloured wool.

The collection



The collection includes 8 stylized models, in which lace elements are superimposed with felted surfaces. All designs are decorated with shapes made by felting directly on the lace and embellished with wooden beads to keep the vintage style.

The collection



The collection

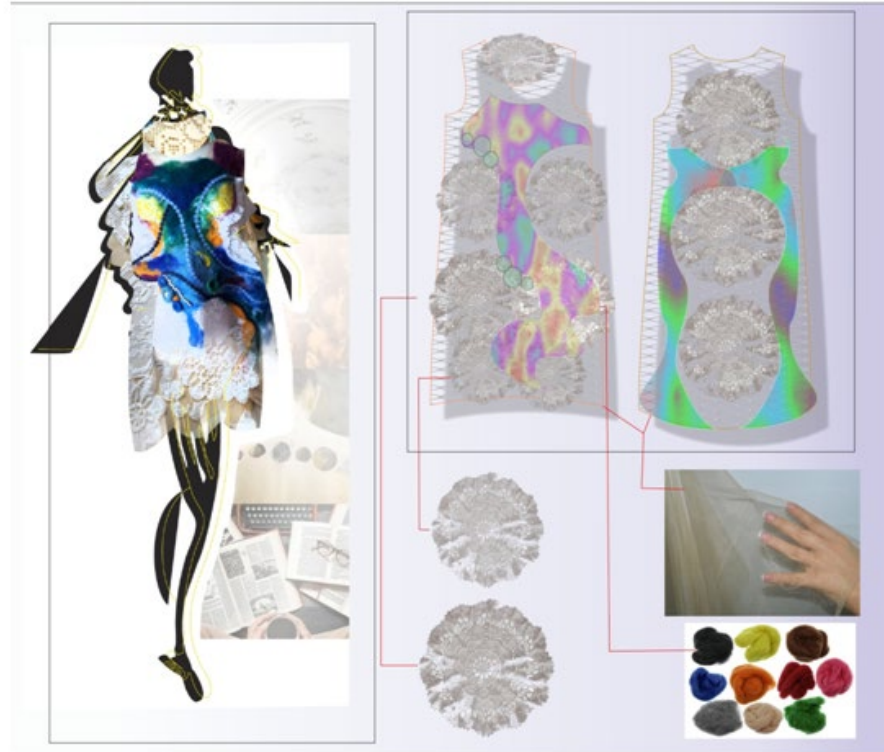


The materials used to make the outfit selected from the collection



- Unspun wool
- Unused laces
- Tulle
- Felting needles

Technical aspects



Steps taken in making the selected outfit:

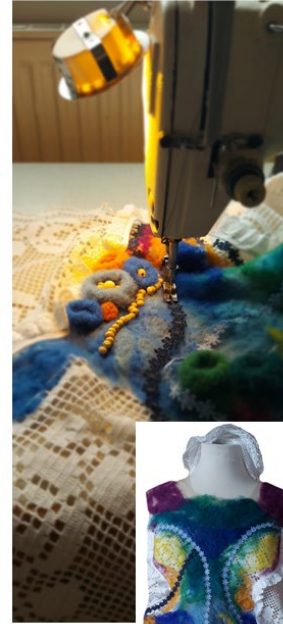


Tailoring the tulle base

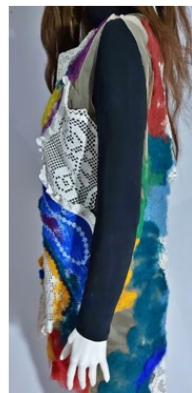


Laying the laces

Steps taken in making the selected outfit:



The final outfit



Conclusions



- From a sustainability perspective, there are many benefits inherent in handmade goods. The craft production process tends to be less wasteful of materials and other resources. Handmade products use much less energy, both in the actual production and in the tools. Handmade products are more likely to use natural materials; plastic is not a common material! Craftsmen will recycle or reuse materials more. As mentioned, handmade products are well made to last, their durability being both physical and emotional.
- Fashion is no longer about buying what's on trend and ending up with piles of clothes that will struggle to see the light of day after being worn just once or not at all. These clothes that we buy on impulse only end up adding to the existing and ever-growing waste in landfills and seriously harming the ecosystem.
- It is about taking a conscious step to stop encouraging the concept of Fast Fashion that has had a strong impact on the ecosystem and life in general, and move closer to fashion that is sustainable, a trend that is healthy both for the planet and future generations.
- ... and all this must be also reflected in the students' works.



Image source:
<https://www.moda-uk.co.uk/news/a-guide-to-sustainable-fashion>

References

- https://ro.wikipedia.org/wiki/Tehnici_de_lucru_manual
- <https://ro.wikipedia.org/wiki/Dantel%C4%83>
- <http://arabelastefania.blogspot.com/2009/03/technica-de-impaslire-lanii.html>
- <https://reset.org/node/21205>
- <https://econation.one/blog/handmade/>
- <https://www.sundariihandmade.com/blogs/craft-stories/sustainability>

Contact

The “Gheorghe Asachi” Technical University of Iasi
Faculty of Industrial Design and Business Management
Department of Clothing and Knitting Engineering
Prof. Dr. Antonela Curteza
E-Mail: antonela.curteza@academic.tuiasi.ro

