

SUSTAINABLE FASHION – PART II

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Types Of Sustainable Fashion

- **Green and Clean:** Protects the environment by using eco-friendly processes during production and processing of textile material. E.g. – Organic fibre.
- **Fair and Ethical:** The production and procurement of raw materials, as well as the manufacturing process, are done in such a way that avoids the exploitation of workers or people living on the land, paying dues to everyone involved and respecting the environment.
- **Upcycling (Repair, redesign and recycle):** Elements to creating something new and useful from the used one or reusing the same by repairing.
- **Rent, loan and swop:** Buying fewer clothes, renting or lending it as needed. Swop parties where groups of people gather and swop their unwanted clothes among themselves. This trend is catching up in many parts of the world.
- **Durable and Classic:** Buying items of clothing that are made of the highest quality and will last a number of seasons.
- **On-demand and Custom-made:** Ordering only required clothes saves on the overall production of clothing, reducing the disposal of clothes at the end of a season when it goes unsold.



Upcycling

Upcycling is the process of converting waste materials or useless products into new materials.

There are two types of excess created when we buy a product. Pre-consumer excess is the one which gets wasted in the process of manufacturing an item for sale and consumption. Post-consumer excess is the leftover after we buy the item like the packaging, the item itself, or other leftover items.





Upcycling of pre-consumer wastes - The average apparel factory throws away kgs/pounds of usable, pre-consumer excesses every week. Those are a thread, fabric, buttons, etc. that is simply leftover after a product is made. In upcycling, these excess products are used to design and create long-lasting items.

Upcycling of pre-consumer wastes

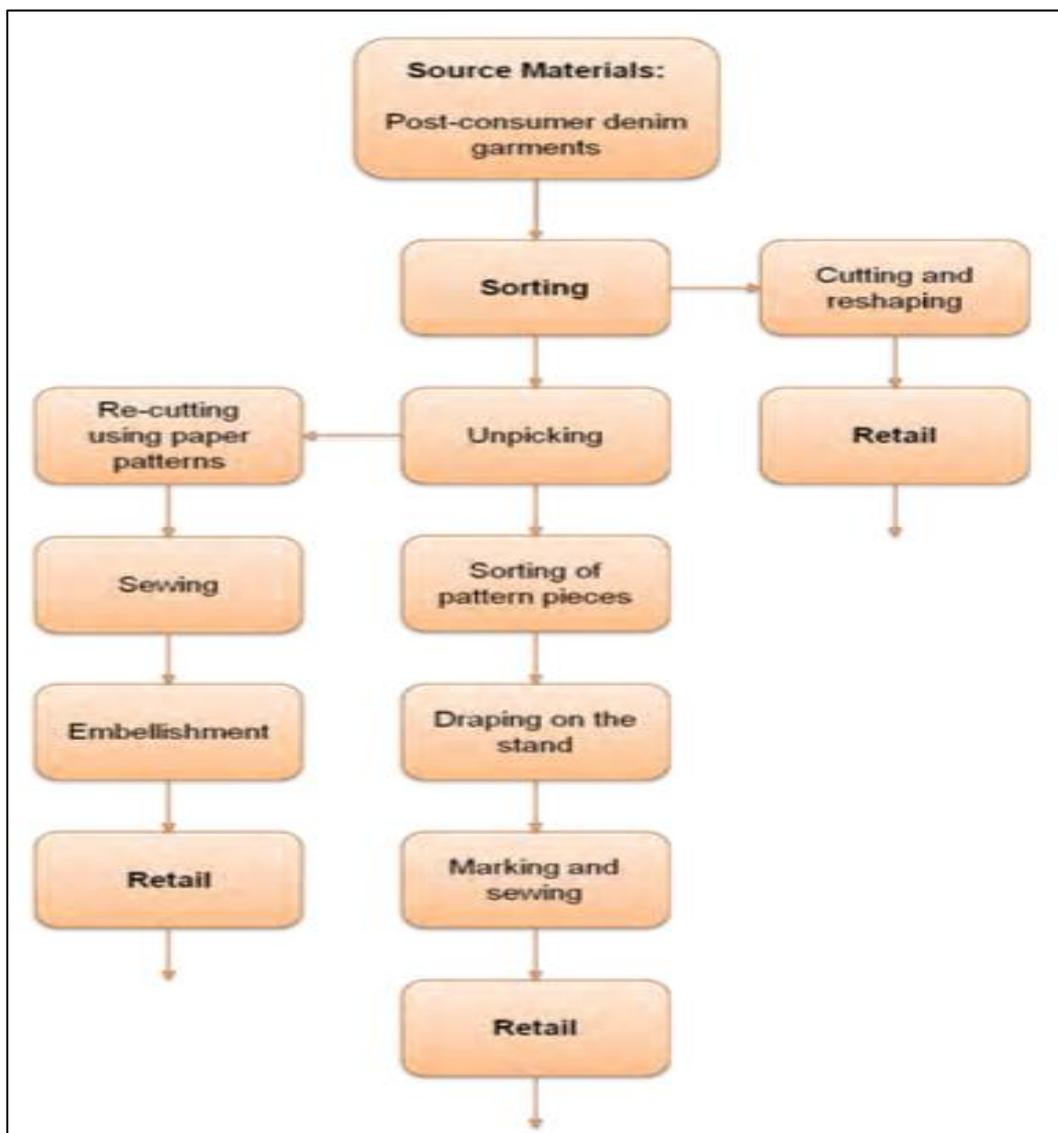


Fig 1.1 Upcycled Denim wear Process

To be continued...

Wishing you a great week ahead!

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