Principles of Slow Fashion Application in Clothing Collection Creation

Agn Antanaviit, Vaida Dobilait

Abstract

Today we can clearly see the damage which is caused by fast fashion production and mass consumption. Therefore, a relevant issue is how to reduce consumption, waste, and threat to the environment and human health. Research into the slow fashion designers approach towards eco-friendly and slow fashion products shows that it is necessary to spread ideas of slow fashion widely and teach users about ecologically friendly clothing. Therefore, this paper analyses theoretical and practical slow fashion principles applied by slow fashion designers; according to this, the collection 'Just Share' was created. The aim of the collection is to spread ideas of slow fashion and adapt them in specific technical projects dealing with the problems of use and production waste minimisation and creating sustainable, easily recyclable, environmentally friendly garments. Products for reducing consumption are developed based on the idea of sharing clothing. Therefore, garments are one size and suitable for different types of figures of men and women. Clothing design is inspired by folding, so models have various pleats, unfolds allowing minimal transformation of the garment, which gives the product its individuality and extends time of wearing. Models are designed with a minimal amount of accessories and minimum division lines, maintaining the uniformity of materials and uncomplicated sewing technology. In this way, out of wear garments can be easily remade. Original constructions of models are based on the ‘zero waste’ principle. This method reduces waste generation. So this research was prepared using the principles of slow fashion, which has a potential to reduce excessive consumption and stop growth of textile waste.

DOI: http://dx.doi.org/10.5755/j01.erem.71.2.12392

Keywords
textile waste; slow fashion; clothing; zero waste

Full Text: ANTANAVICIUTE 71(2)
Print ISSN: 1392-1649
Online ISSN: 2029-2139