

SUSTAINABLE PRACTICE WITH ZERO WASTE APPROACH WITH REMAINING CLOTHS

Dr. Shristi Purwar

Faculty, Centre of Fashion Design & Technology, University of Allahabad, Allahabad, India

Received: 21 Oct 2021

Accepted: 23 Oct 2021

Published: 25 Oct 2021

ABSTRACT

For sustainable Fashion, Many designers believes that, if customer pay attention to good quality of fabrics and garments, then fashion industry can be introduce good designs for all seasons, which they can wear in different style. By doing this, there will be beautiful clothes in their wardrobe and also sustainable for the environment. Sustainable means, a method that is eco-friendly and ethical. Now fashion industry is also very attentive for sustainable fashion. Many studies show that, the fashion industry is one of the largest polluted industries in the world after oil industry. Waste is one of the most pressing problems in the fashion industry. Waste can be assimilated by ecological systems. There are so many ways such as up cycle, alteration, reuse, remade, recycles, etc. can be used for sustainable fashion. When we see in our surrounding, many wastage fabrics are found in various sources such as tailoring shops, boutiques, retail fabric shop, garment manufacturing units etc. which are thrown either in garbage bucket or burn, which create a harmful pollution and environment. Reuse method is good ways of uses of wastage textile material, which may be create a sustainable new product line or innovation. The meaning of reuse may be action of using something again. Zero waste, another method also support to sustainability, which may apply for redesign of waste material or remaining material of textile. So in this regard, the main objective of this paper is:

- *To study on importance of Sustainable Fashion*
- *To develop sustainable material with help of traditional fabric ornamentation techniques*
- *To create new garment/product through zero waste technique*

For achieving of the objectives primary and secondary both data are used. Secondary data is collected from published books, magazine, papers, e- content etc. For collection of primary data convenience method were used. Research work has completed in different phases.

KEYWORDS: *Sustainable, Textile, Fashion, Zero Waste*

INTRODUCTION

For sustainable Fashion, Many designers believes that, if customer pay attention to good quality of fabrics and garments, then fashion industry can be introduce good designs for all seasons, which they can wear in different style. By doing this, there will be beautiful clothes in their wardrobe and also sustainable for the environment. Sustainable means, a method that is eco-friendly and ethical. Now fashion industry is also very attentive for sustainable fashion. Many studies show that, the fashion industry is one of the largest polluted industries in the world after oil industry. Waste is one of the most pressing

problems in the fashion industry. Waste can be assimilated by ecological systems. There are so many ways such as up cycle, alteration, reuse, remade, recycles, etc. can be used for sustainable fashion. When we see in our surrounding, many wastage fabrics are found in various sources such as tailoring shops, boutiques, retail fabric shop, garment manufacturing units etc. which are thrown either in garbage bucket or burn, which create a harmful pollution and environment.

Sustainable fashion is not exactly a new concept, but today almost every big fashion brand that wants to succeed in the fashion industry has at least one “sustainable fashion item” in its collection. Some even have a whole line dedicated to sustainable fashion. There are many ways of Sustainability but these seven forms of sustainability are most used in fashion and textile world.



Figure 1

Reuse or Redesign method is good ways of uses of wastage textile material, which may be create a sustainable new product line or innovation. The meaning of reuse may be action of using something again. Zero waste, another method also support to sustainability, which may apply for redesign of waste material or remaining material of textile. So in this regard, the main objective of this paper is:

- To study on importance of Sustainable Fashion
- To develop sustainable material with help of traditional fabric ornamentation techniques
- To create new garment/product through zero waste technique

METHODOLOGY

For achieving of the objectives primary and secondary both data are used. Secondary data is collected from published books, magazine, papers, e- content etc. For collection of primary data convenience method were used. Research work has completed in different phases.

Phase A: There were 3 Steps in Phase A

- Concept writing: the concept of this study, mainly described the concept and inspiration.
- Preparation of the different boards: For development of design sheet, prepared different boards with the help of brain storming technique.

Phase B: There were 4 Steps

- Collection of remaining cloths: from various sources from the surrounding.
- Design development: Total 20 designs were prepared through flat sketching on drawing sheets
- Evaluation of sketches: On the basis of aesthetic appeal, total eight designs were selected by the 50 respondents through 3 point rating scale system: - Excellent, Good and Normal.
- Selection of surface ornamentation techniques: for transformation of the ornamentation techniques on the surface of the fabric, different adornment techniques were used such as Appliqué work, Patch work and embroidery work.
- Making of prototype: Total 6 prototypes were prepared from the selected designs with the zero waste approach (using standard drafting)

Phase C: Assessment and Analysis of Designs

Prepared prototype was analyzed by the potential consumer on the basis of aesthetic appeal, uniqueness of design and overall appearance.

RESULTS AND DISCUSSION

After assessment of the prototype, results can be discussed under following sub sections.

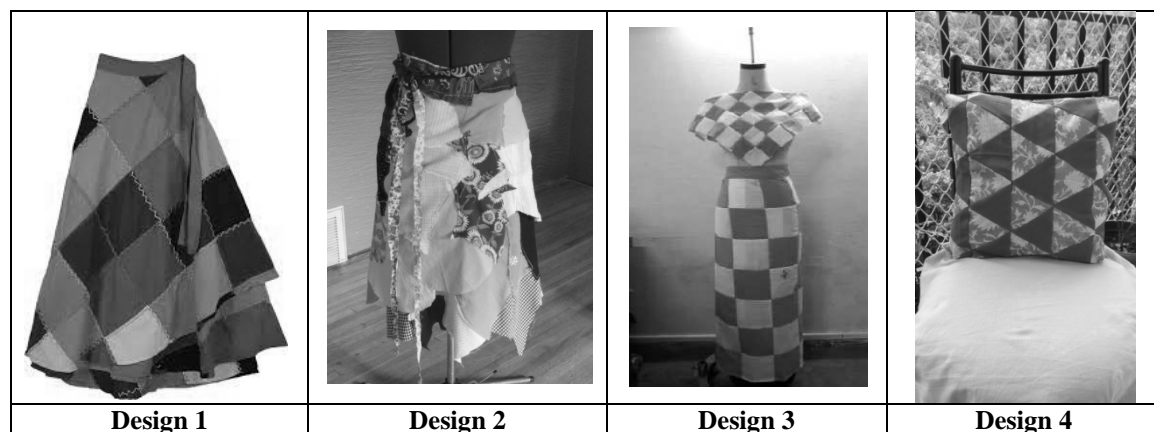


Figure 2

- Design One: First Design of wrap around skirt prepared by different color full pieces of remaining cloths and zig-zag embroidery.
- Design Two: Second design of Hanker-chief skirt prepared by different color full pieces of remaining cloths.
- Design Three: Third Design of wrap around skirt prepared by two color scheme of remaining cloths with scarf.
- Fourth product is Cushion covers prepared by triangular and square pieces of remaining cloths

CONCLUSIONS

In fashion world, there is always a demand of something novel and artistic. Experiment of sustainable techniques in apparel designing is providing an imaginative collection to the people who want to adopt their tradition with minute modernization. Recycling is basically about collecting and using materials that would otherwise have been thrown away as trash and making them into new items. Recycling and upcycling are of course some of the most prominent forms of sustainability in fashion because it allows us to use the materials already existing. This means we don't have to use more of the earth's resources to produce a new item, but instead we are able to re-use what has already been produced. On the other hand Up cycling or re design mean about materials or items that get "re-purposed" by refashioning them. Slow fashion supports clothes made out of high sustainable quality materials, clothes that are being recycled, proper working conditions for everyone involved, and everything that makes clothes leave a less negative impact on the earth. Sounds a lot like sustainable fashion right.

REFERENCES

1. S. Ashwarya: *Innovations and Research Ideas for Recycling Textile Wastes, International Journal of Application or Innovation in Engineering & Management.*
2. I Aram: *Recent trends in sustainable and eco-friendly textile and clothing practices in India, International Journal of Home Science.*
3. <https://www.styleconsidered.com> › types-of-sustainabilit.