The potential of the fashion industry to reduce consumer’s textiles waste

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• Fashion’s role in generating waste
• Why do we need to reduce waste?
• What can be done?
• New perspectives
• Determining appropriateness
One million tonnes of textiles are destined for landfill each year (Defra, 2010)

The average life of a garment is 3 years (Waste Online, 2006)
‘In nature there is no such thing as waste’

‘Waste equals food’

Cradle to Cradle: Remaking the Way We Make Things, Braungart & Mcdonough, 2002
16 ft “3% Mountain” representing 3% of Hong Kong's daily 253 tons of textiles waste
Appropriateness

‘This involves knowing more about how long materials last, about how products are used, and about why products stop being used’

Sustainable Fashion & Design, Fletcher, 2008
Zero waste pattern cutting by Mark Liu

Upcycled industry waste by Antiform
Ultra 10 collection by Ultra
Mass customisation Nike iD
EVERY PAIR OF FOR LIFE BOOTS AND SHOES COMES WITH A LIFETIME GUARANTEE

We have added weight and thickness to the inner core of the sole and used a highly resilient and supple leather called Hardlife. With a little help from you, these boots and shoes will give you years of wear.

Even so, they will eventually wear out. When they do, we will repair or replace them. We will go on repairing or replacing them for the rest of your life – guaranteed.

For Dr. Martens, delivering value for money does not mean making things cheaper. It means giving you a product that will last.

Products for life Dr. Martens
Woolfiller knitwear repair

Howies Hand-Me-Down jacket
Biodegradable trainers OAT shoes
The disappearing dress, Wonderland, Helen Story
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