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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

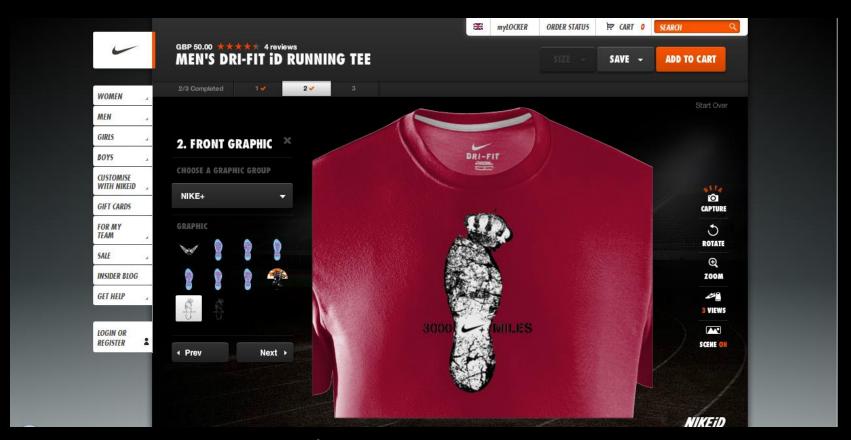


Upcycled industry waste by Antiform



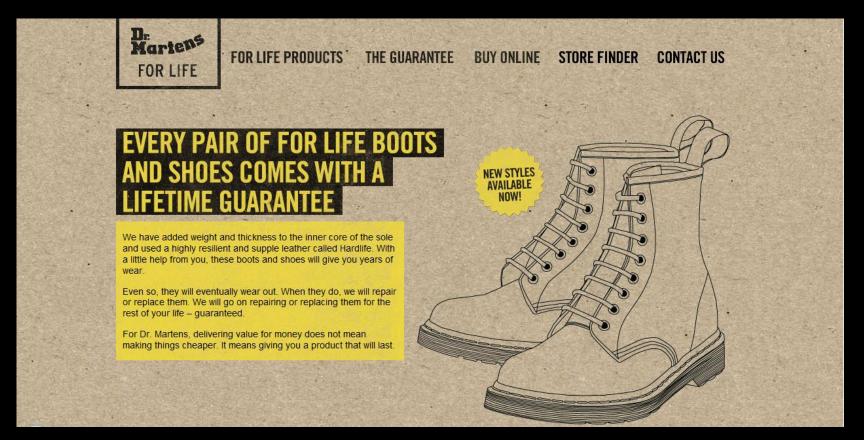
Ultra 10 collection by Ultra





Mass customisation Nike iD





Products for life Dr. Martens







Howies Hand-Me-Down jacket





Biodegradable trainers OAT shoes





The disappearing dress, Wonderland, Helen Story





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