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Original Citation

Whitson-Smith, Jade (2012) The potential of the fashion designer to reduce consumer's textiles waste. In: Everything must go: Talking Rubbish, January 2012, Oxo Tower, London. (Unpublished)

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

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University of Leeds



- Fashion's role in generating waste
- Why do we need to reduce waste?
- What can be done?
- New perspectives
- Determining appropriateness



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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)



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‘In nature there is no such thing as waste’

‘Waste equals food’

Cradle to Cradle: Remaking the Way We Make
Things, Braungart & McDonough, 2002



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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



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Zero waste pattern
cutting by Mark Liu



Upcycled industry waste
by Antiform



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Ultra 10 collection by Ultra



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Mass customisation Nike iD



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Woolfiller knitwear repair



Howies Hand-Me-Down jacket



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Biodegradable trainers OAT shoes



The disappearing dress, Wonderland, Helen Story



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