

WASTE REDUCTION SUSTAINABLE TREND ANALYSIS

...but first a recap

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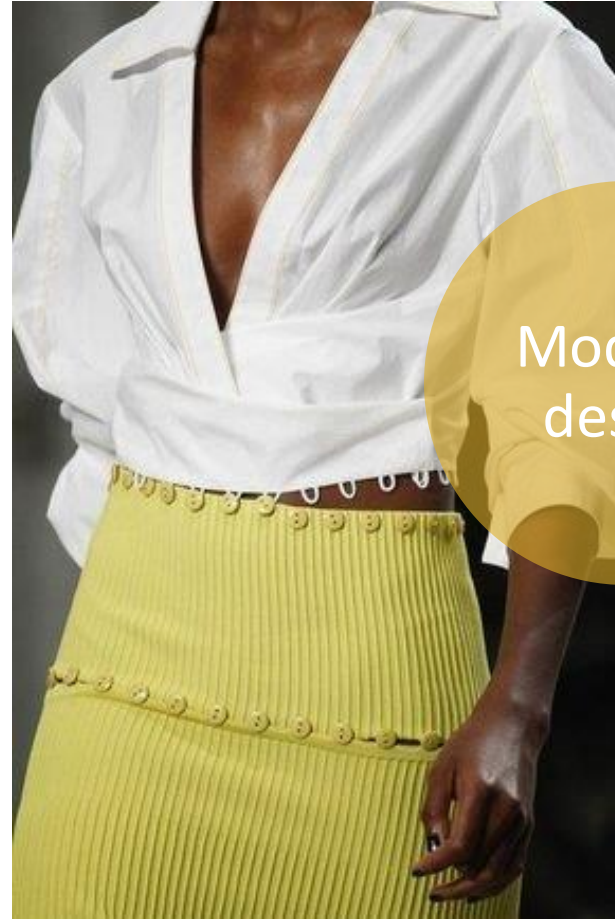
Design with deadstock

- Design may change depending on what material is available
- Designing the product based on the material
- Limited amount of pieces depending on available amount of fabric
- "Finished" in regards to colour, composition and look



1+1=3?

- Smaller pieces that can be exchanged, repaired, or modified in regards to look and function
- Increases the purchase arguments for the customer (several garments in one)
- Justifies a slightly higher price depending on features



Modular
design

Mono = one

- The entire garment, including trims, is made of the same material so that it can easily be recycled at the end of life
- Textile recycling at the forefront of the debate at EU and national level
- Preparing for the near future – must start before the future is here



Mono-
material

Remake design

- As with deadstock fabrics, the design changes depending on the materials available
- Limited number of pieces depending on how much material/how many garments are available as “raw material”
- Time consuming process
- Saves unwanted textiles from becoming waste



We must stop throwing textiles in the garbage

“Gross textile waste in EU-27 and Europe is expected to grow from 7.0 million to 7.5 million tons today to 8.5–9.0 million tons in 2030.”

- McKinsey Report, Scaling textile recycling in Europe—turning waste into value



**What do we mean by sustainable
relative to trends?**

What is a sustainable garment?

How long will it last?

But why trends?

The function of trends: to provide direction

(None of us exists in a vacuum)



First we need a common ground for the discussion

- What is a trend?
- What does a trend contain?



HUMBLE ABODE



What is a trend?

- Environmental situation (economy, security, political movements)
 - Climate
 - Human needs
 -
- ...boiled down to an aesthetic expression containing e.g.:
- Mood
 - Colour
 - Materials
 - Silhouettes & key items
 - Prints
 - Furniture and interior design
 - Tech
 - Music/film/media



Colour

- Gives direction for what colours your competitors might go for
- ...and what to look for eg second hand, before a remake collection
- Choose based on your company, your customer – trends are just guidance



Oversized blazer



Sherpa



Cropped tops with narrow ties

Key items – example

- Specific garment types for the season
- Gives direction as to what types of garments to look for, e.g. second hand, before a remake collection
- “Blazer” is too unspecific as trend research – “Oversized blazer” gives a better picture
- Work with the trends and key items that suit you, your company, your customer
- Styling is key!



Key items – styling example

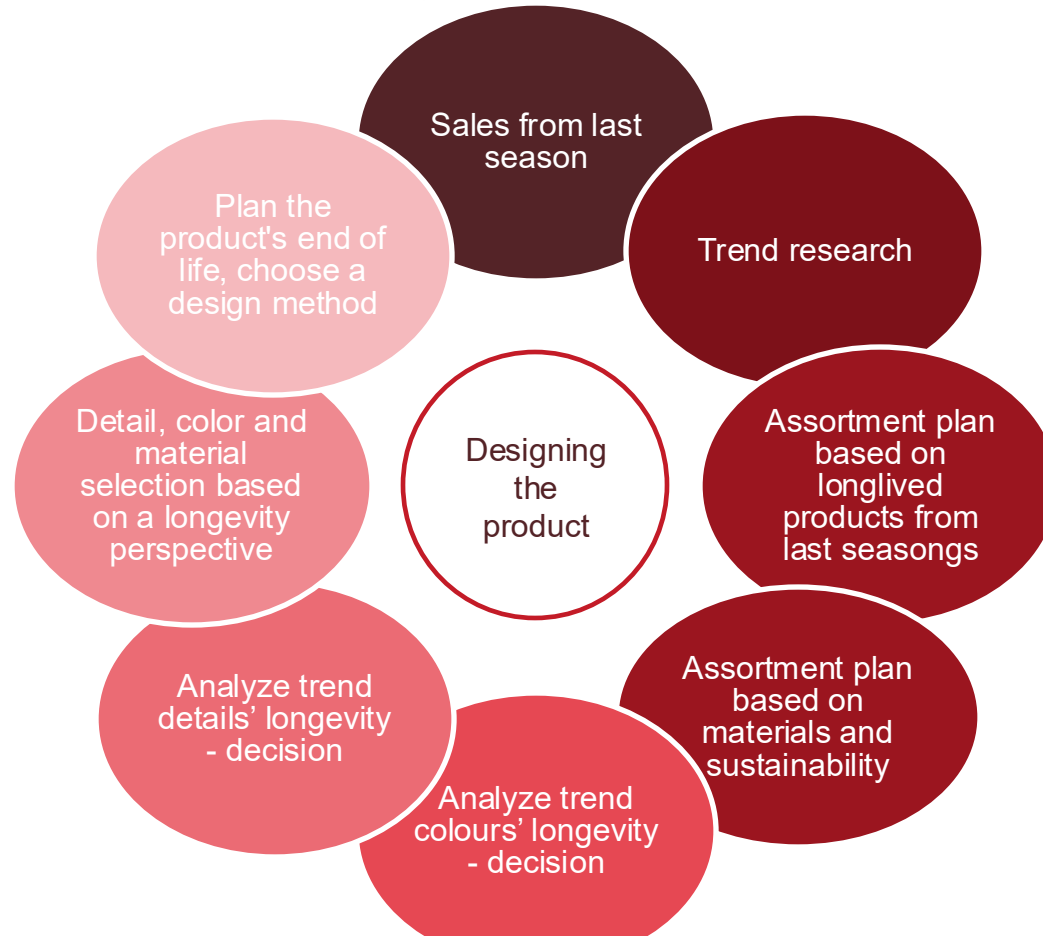
**To work both commercially
and sustainable**



Traditional design process (simplified)



Circular design process(simplified)



Trends + sustainability = ?



063-71-12

112-64-02

120-54-30

128-24-21

159-33-30

141-38-18

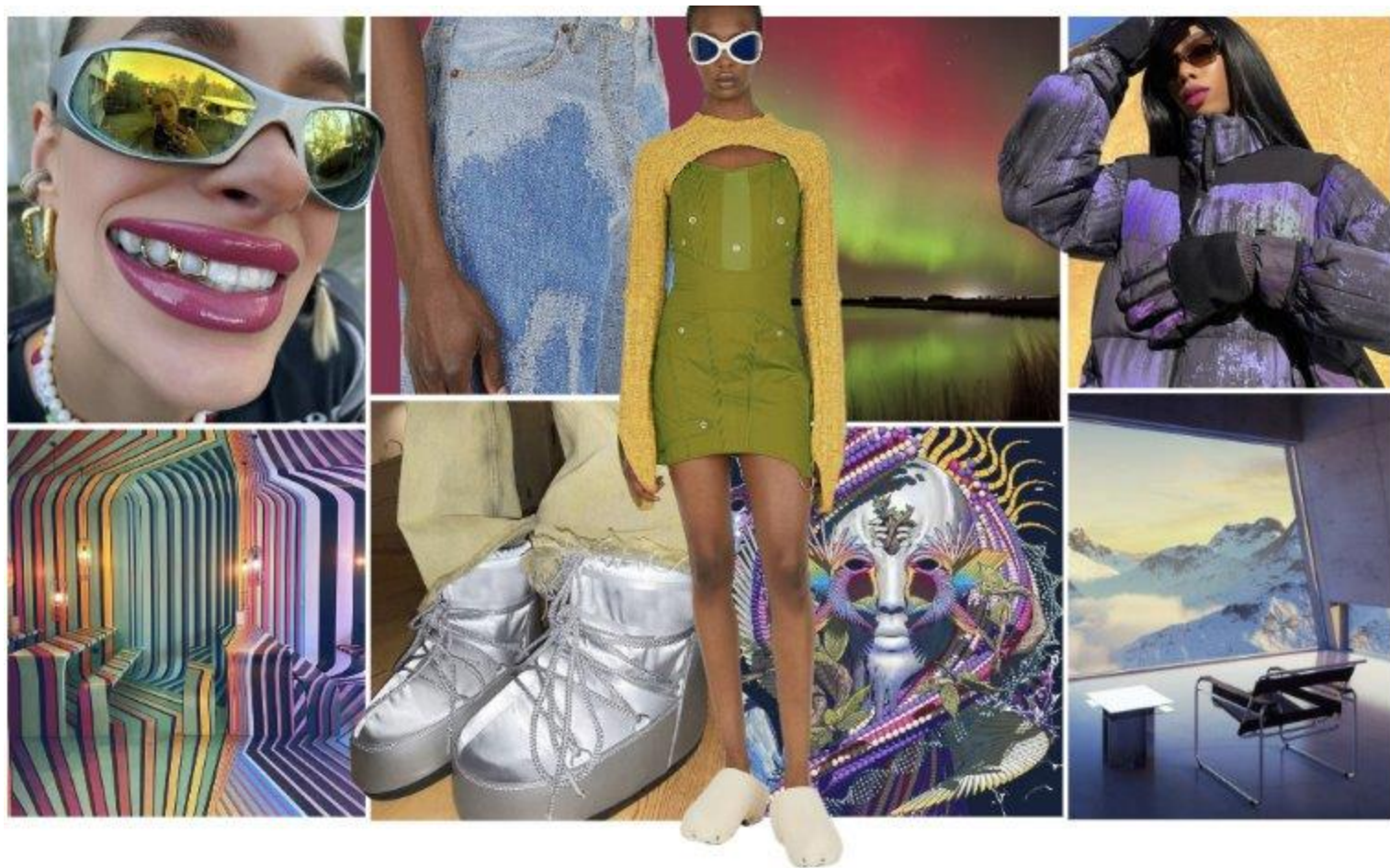
147-82-14

043-90-07

052-82-23

049-50-23

032-72-30



Interpret information and look back

History gives clues about what endures over time:

- Has this look been seen before?
- Does it usually hang on when it arrives?
- Few trends are brand new
- Are the colors brand new for the time period, or have we seen an evolution of hue?
- How do we adapt the trend to become more sustainable? Research for several seasons ahead



Summary

- We need to be aware of the prevailing trends, regardless of design philosophy, in order to make informed choices
- This helps us help our customer love their wardrobe
- It also helps garments have a higher re-sell value, and not becoming waste
- Look back as we look forward
- Plan collections to match both past and future collections in colour, shape and material selection
- Plan the product's end of life



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